JANUARY • 1958

A McGRAW-HILL PUBLICATION • TWO DOLLARS

Electrical Merchandising

STATISTICAL and MARKETING issue

The statistical story of the merchandising year:

How many appliances, radios and TV sets were sold;

who sold them and where they went;

when did they sell and how many people own them;

what kind of a year was 1957 and how good 1958 will be

Electrical Merchandising

A McGRAW-HILL PUBLICATION

Contents • January, 1958

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fasten your seat belts...here's

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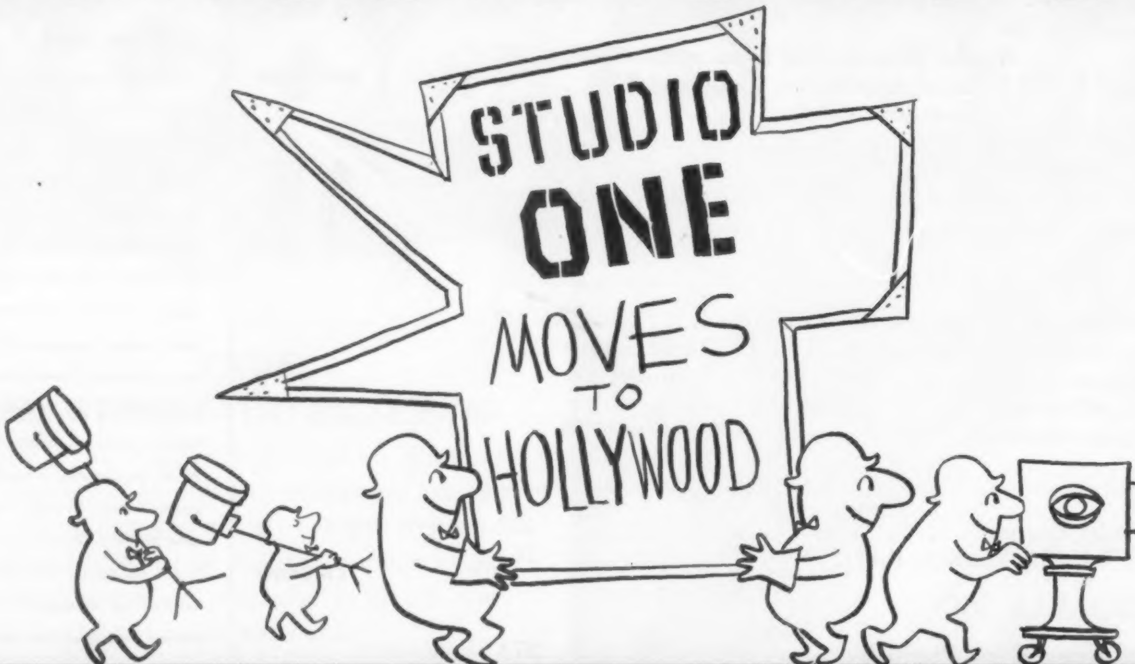


Famous award-winning television show gets tremendous shot in the arm from:

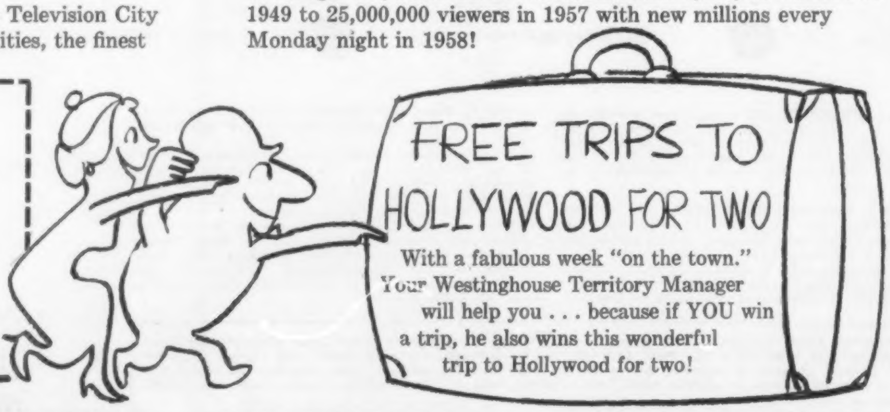
★ **New stars** . . . the greatest talent pool in the country!

★ **New stories** . . . chosen from the great literary resources of the film capital!

★ **New facilities** . . . the giant stages of CBS's Television City provide *acres* of space, new production facilities, the finest equipment in the industry.

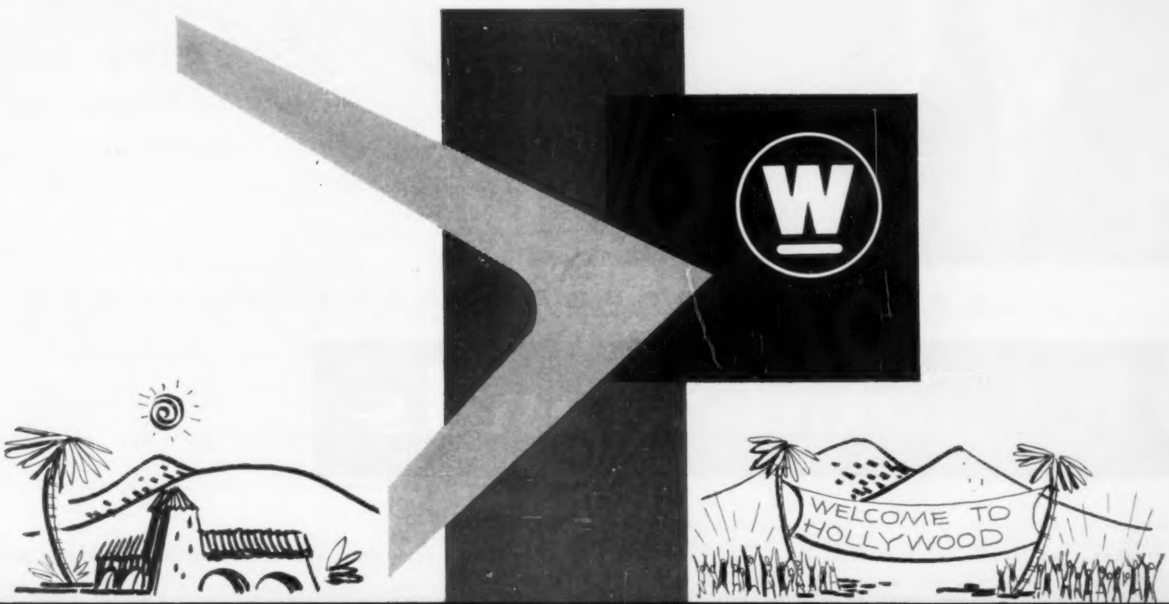
★ **New sales power** . . . an even bigger audience than ever before! In 8 years of Studio One sponsored solely week after week by Westinghouse, audience has increased from 1,350,000 viewers in 1949 to 25,000,000 viewers in 1957 with new millions every Monday night in 1958!

See the premiere performance, January 6! Even more of your customers will!



TO GET IN ON THE EXCITEMENT . . . THE PRESTIGE . . . THE PROFITS . . . CALL THE WESTINGHOUSE DISTRIBUTOR IN YOUR AREA!

VOLTAGE FROM SHAPE OF TOMORROW



5 EXPLOSIVE PROMOTIONS FOR FEBRUARY

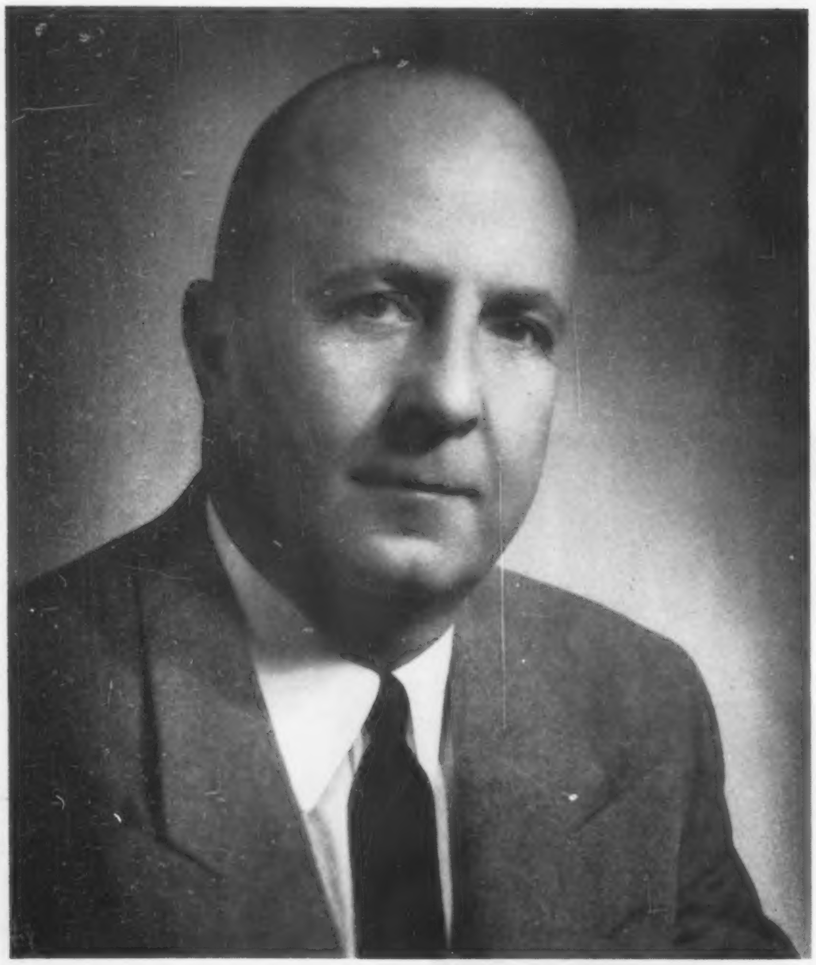
Co-ordinated product promotions—the right price . . . at the right time . . . with the right backing:

- ★ Early Bird Special for 1958 refrigerators!
- ★ Operation Clean Sweep for popular top-of-the-line ranges!
- ★ Valentine's Day Special, a "natural" for dishwashers!
- ★ The Hottest Month Promotion, to explode dryer sales!
- ★ New Product introduction for food waste disposers!

LIVE BETTER ELECTRICALLY

YOU CAN BE SURE ... IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION, MANSFIELD, OHIO



"...working to establish stability and fair profits for those engaged with us in the appliance business."

A statement of policy

by J. F. McDaniel

General Manager, Sales and Distribution

Hotpoint Co.

Hotpoint trends

In this magazine last month, our president, J. C. Sharp, outlined Hotpoint's aims to work with you constantly to establish stability and bring fair profits to those engaged with us in the Hotpoint appliance business.

We in the Hotpoint Sales and Distribution Department fully recognize that new and aggressive measures are required to attain this goal and to meet the challenges now confronting everyone engaged in building and selling appliances and television.

We intend to undertake these measures right away and we are confident they will be successful. In our effort to achieve fair profits at all levels and to help our present and future dealers both large and small, we are taking the following steps...

1. SELECTIVE FRANCHISING... Dealerships will be appointed on the basis of a thorough analysis of the potential of each market, with the objective of affording ample opportunity for Dealers to obtain full return on their merchandising efforts.

2. EQUITABLE PRICING... an equitable pricing schedule and a price protection policy will give each dealer—large or small—the opportunity to operate profitably.

3. PROMPT DELIVERY... sufficient inventory of the full line of Hotpoint Appliances and Television will be maintained, with warehousing facilities geared to filling Dealers' orders promptly and efficiently.

4. PLANNED ADVERTISING... advertising and merchandising will be directly tailored to Dealer's needs, plus assistance to Dealers in using those aids to achieve more rapid and profitable turnover.

5. SELECTED SALESMEN... each Dealer will be assigned a competent Distributor Salesman whose business philosophy and best interests are in harmony with those of the Dealer.

6. SATISFACTORY SERVICE... adequate stocks of repair parts will be maintained and competent product service training and assistance will be provided, supported by efficient service communication between Dealer, Distributor, and Manufacturer.

7. THOROUGH TRAINING... a continuous training program will provide Dealers and Retail Salesmen with practical product knowledge and successful selling techniques to meet the acute need for well-informed and highly-trained sales personnel.

8. MANAGEMENT COUNSEL... counsel is available to Dealers at any time in matters pertaining to the management of their Dealerships, financial guidance and other phases of the Dealer's operation. Dealers will also be kept informed on available financing plans and facilities.

We have already taken the most important step—an outstanding new line of appliances and television with features, styling and basic product advances unequalled in the industry. You will find a showing of this 1958 Hotpoint line beginning on page 47 of this magazine. I'm sure you'll agree that it is a great line—one that gives you a solid foundation to achieve maximum sales and profits in 1958.

LIVE BETTER ELECTRICALLY

LOOK FOR THAT Hotpoint DIFFERENCE!

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers • Customline • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Air Conditioners • Television • HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

QUICK-CHECK OF BUSINESS trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	176	182	195	**10.7% down**
RETAIL SALES total ($ billions)	16.7	16.9	15.9	**5.7% up**
DEPARTMENT STORE SALES index (1947-1949=100)	126	120	131	**1.5% up**
CONSUMER DEBT owed to appliance-radio-TV dealers ($ million)	366	364	368	**0.1% more**
FAILURES of appliance-radio-TV dealers	39	34	27	**36.8% more**
HOUSING STARTS (thousands)	78.0	95.0	77.4	**9.1% down**
AUTO OUTPUT (thousands)	578.6	327.4	580.8	**7.3% up**
DISPOSABLE INCOME annual rate ($ billions)	302.9*	299.9*	288.8*	
LIVING COSTS index (1947-1949=100)	121.1	121.1	117.7	
CONSUMER SAVINGS annual rate ($ billions)	19.3*	21.0*	20.3*	**2.2% up**
UNEMPLOYMENT (thousands)	3,188*	2,508*	•	•

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) *New Series – No Comparison Available

What's ahead for '58?

Nobody can be sure of all the answers, of course, but you can get a pretty good idea of what's likely to happen if you review briefly some of the things which took place in 1957. You can do this best by examining your own operations last year. But as a guide to aid you in this process here's a brief summary of some of 1957's events which may cast long shadows into 1958 and the years beyond.

There's one thing you should remember, however. Be sure to put things in their proper perspective. That's not always easy, particularly when you're face to face with what looks like a knotty problem or a major innovation.

Take last year's business, for example. It was disappointing, particularly in the final months. Right now it looks like volume in the early months of 1958 will slide along pretty much at the lower level. Some experts see an upturn later on in the year and, overall, most people expect 1958 to end up somewhat higher than 1957—but not necessarily better than 1956.

But before you reach for the aspirin stop a moment and recall just how good business was in 1956. Dollar volume for the appliance-radio-TV industry reached $8.4 billion in that year, an all-time high. In 1957 this figure slipped, it's true, but only 6.5 percent. The lesson to be learned from 1957 is not that business has soured but that one can't reasonably expect to set a new record every year. In this light, 1957 was not such a very poor year, after all. And that's what we mean by perspective.

•

Here's another example of what we mean. During 1957 there was a great deal of fuss about a supermarket chain going into the major appliance-TV business. This wasn't diminished any by the sudden realization that a number of variety stores—five and dime—have been experimenting along the same lines for some time.

Now the immediate conclusion of many in the trade has been that the industry's traditional retail structure is being demolished by such innovations. But a long second look will put this whole matter in better perspective.

The fact is that supermarkets and variety chains could someday play a major role in this industry—but today's moves are extremely limited and their impact on the market thus far has been very marginal. Basically, what's happened so far is experimental in nature.

What's it mean to the traditional retailer today? There are two implications which he can't overlook:

(1) The appliance-radio-TV business is attractive enough to have convinced some of the shrewdest merchandisers in the country that it's worth looking into.

(2) The traditional retailer has a ringside seat at the experi-

(continued on page 6)

trends *(continued)*

ments being carried on by the chains. They're approaching the business with a fresh point of view. They may try radically new techniques. The established dealer would do well to observe closely as these theories are put into practice. It's not inconceivable that he can learn a thing or two from the newcomers.

•

On page 283 of this issue you'll find a detailed report of just how big an increase manufacturers expect in 1958 business, product by product. You'll notice immediately that gains are expected in virtually every appliance category.

But you might do well to pay a little extra attention to several products which performed especially well in 1957. Check first to see that you got your share of the increased business they produced in 1957. Follow through by making sure your 1958 plans are tailored to capitalize on these particularly active products.

Radio is one of them. Unit sales last year were the best since 1950 and a good year is expected again in 1958. There have been some changes, however, in the share of the overall radio market accounted for by various types—home, portable, clock and transistor sets. Check the market study on page 106 of this issue to see whether your buying plans conform to this new pattern.

Keep your eye on hi-fi too. Some impressive gains were registered in this category in 1957. But keep in mind, too, that by year's end some of the glamor had begun to rub off this business. There were reports of some dealers who had gone overboard on hi-fi without a very significant return. There's no reason to feel that last year's gains won't continue in the year ahead, and the alert dealer should stand ready to capitalize on this.

There's every reason to think that some of the newer growth products will show gains in 1958. This would include built-in ranges, combination washers, dishwashers and disposers.

Of course 1957's figures can't tell the whole story about which products should pick up steam in 1958. Room air conditioners, for example, turned in a rather disappointing year in 1957 (although it's easy to lose sight of the fact that they matched 1956 sales figures, a performance most other majors did not approximate). Despite this, the industry is looking for a much better year in 1958. Once again, weather will tell the final story, but even leaving weather out of the picture, most manufacturers are on the optimistic side.

•

We mentioned earlier one change in the industry's marketing structure—the entry of food and variety chains into appliance retailing.

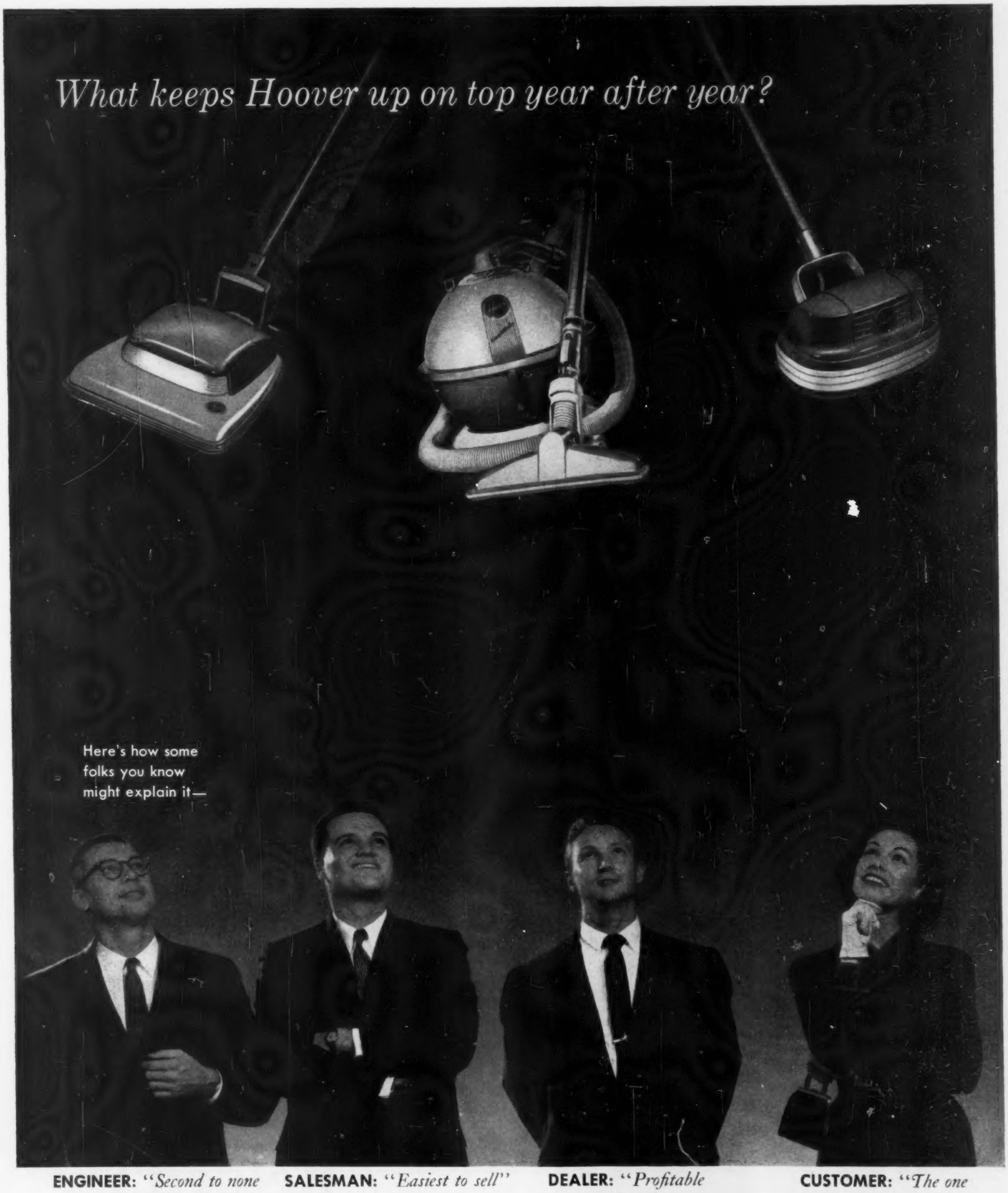
So far this hasn't had much impact—not nearly as much as some other marketing changes which became increasingly apparent in 1957.

At the retail level the story has been deceptively simple; fewer dealers overall, more big dealers, and more diversified ones.

Don't misunderstand. The trend to fewer dealers is understandable in an industry where margins have fallen and volume dropped. But the paring down of dealer structures tends to help the retailer who is doing a real job on a given line. That's why this particular trend should not panic a well-organized, aggressive retailer.

Similarly, the trend to bigger dealers is pronounced but it does not mean that all small dealers are doomed. Some have survived in markets where the big stores are most powerful; others will without doubt continue to be a decisive factor in smaller markets.

(*Continued on page 8*)



ENGINEER: *"Second to none in quality and features"* **SALESMAN:** *"Easiest to sell"* **DEALER:** *"Profitable volume"* **CUSTOMER:** *"The one I want most!"*

HOOVER®

FINE APPLIANCES... *around the house, around the world.*

FIRST FOR FIFTY YEARS

trends

(Continued)

On the other hand, the impact of the big discount houses grew in 1957. Not only did these chains expand their operations in key metropolitan areas where they have been operating for some time. They also moved into areas where big-time discounting had not been a problem.

In the face of such competition the orthodox retailer has himself made some changes. In many cases he has joined a buying group to qualify for the prices the chains have been getting. Even more important, he's been diversifying.

There's no minimizing the changes that are taking place in the "character" of the traditional appliance dealer. As ELECTRICAL MERCHANDISING pointed out in a special report last month, over 75 percent of dealers now carry sidelines. Over 45 percent expect to add more such lines in 1958 and in the next five years two out of three think sidelines will have become a more important part of their business.

But it is at the distributor level that changes have been taking place at break-neck speed.

Factory control over distribution became much more pronounced during the year. For one thing, a number of independent distributors ceased operations, in most cases being replaced by factory branches. Perhaps even more significant, manufacturers began tightening up controls on some of their factory-owner distributing branches. There is nothing apparent in the year ahead or even in the long term picture which gives any promise of reversing or even slowing this trend to factory control at the wholesale level.

●

What do all these developments spell out for the appliance dealer in the year ahead?

Implicit in all of these developments is the assumption that the industry's marketing structure will continue to change. Only the dealer who is alert to such changes and who is willing to shape his operation to take advantage of these new marketing techniques can expect to move along with the industry as it prepares for what ultimately must be new records.

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- Meet the *Satellite*—the newest, brightest star among Radion's profit makers.
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- Give it center billing on your Radion Display.. the one square foot that can give you tremendous profit.
- The display costs you nothing.
- Give your distributor five minutes to talk Radion Profit-Pak to you . . . about FREE pocket-size sales helps for your salesmen, about FREE giveaways for your customers.

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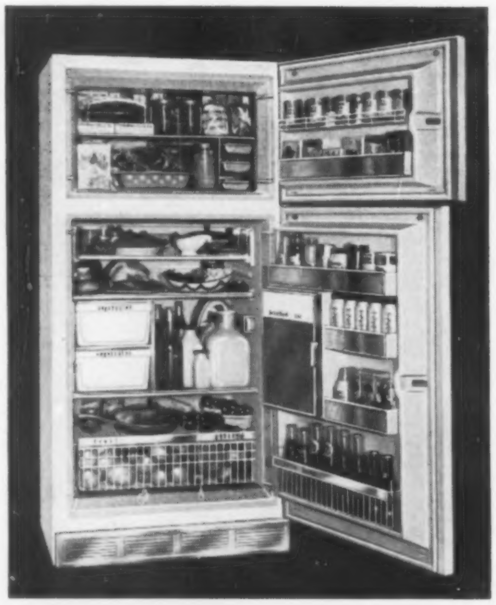
1958 Kelvinator "Style Mark" Refrigerators

5 brilliant new models, all with Kelvinator's new "Style Mark" look . . . Striking Expression of the Quality Always Built into Kelvinator Refrigerators



PLUS BEAUTY and PLUS CONVENIENCE in this 14-cu. ft. automatic defrosting 2-door, with big 127-lb. separate freezer. Exclusive Breakfast Bar, Waist-Level Crispers, Portable Bottle Basket, Slide-Out Fruit Basket, and "Flexible Storage" give you a great selling demonstration.

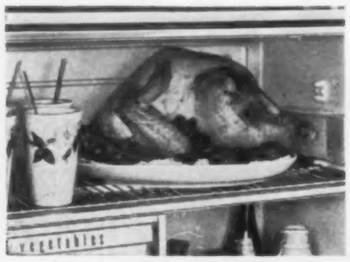
Model K78H-14

TRUE HOME FREEZER separately insulated and refrigerated, with 68-lb. capacity, is a feature of this 13-cu. ft. 'Moist-Cold" automatic defrosting model. Other easily demonstrated convenience features are the exclusive Slide-Out Fruit Basket, Twin Handi-Chests in door, Waist-Level Vegetable Bins, Portable Egg Trays, Slide-Out Shelves.

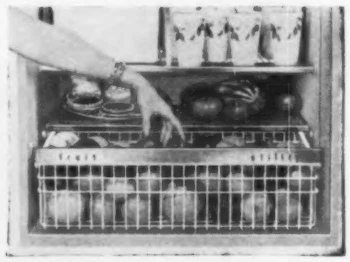
Model K75H-13

EYE-APPEAL and BUY-APPEAL in this 12-cu. ft. model that features push-button defrosting. Full-Width, 50-lb. Frozen Food Chest; 20-lb. Full-Width Meat Tray; Full-Width Moisture-Seal Crisper; Twin Handi-Chests; and Portable Egg Trays in the door. Model K73H-12 is identical but without push-button defrosting.

Model K74H-12



"FLEXIBLE STORAGE" means extra room for bulky things or extra bottles when needed, but only when needed. Top shelf is easily moved up . . . just as easily replaced when the need is for more shelf area instead of height.

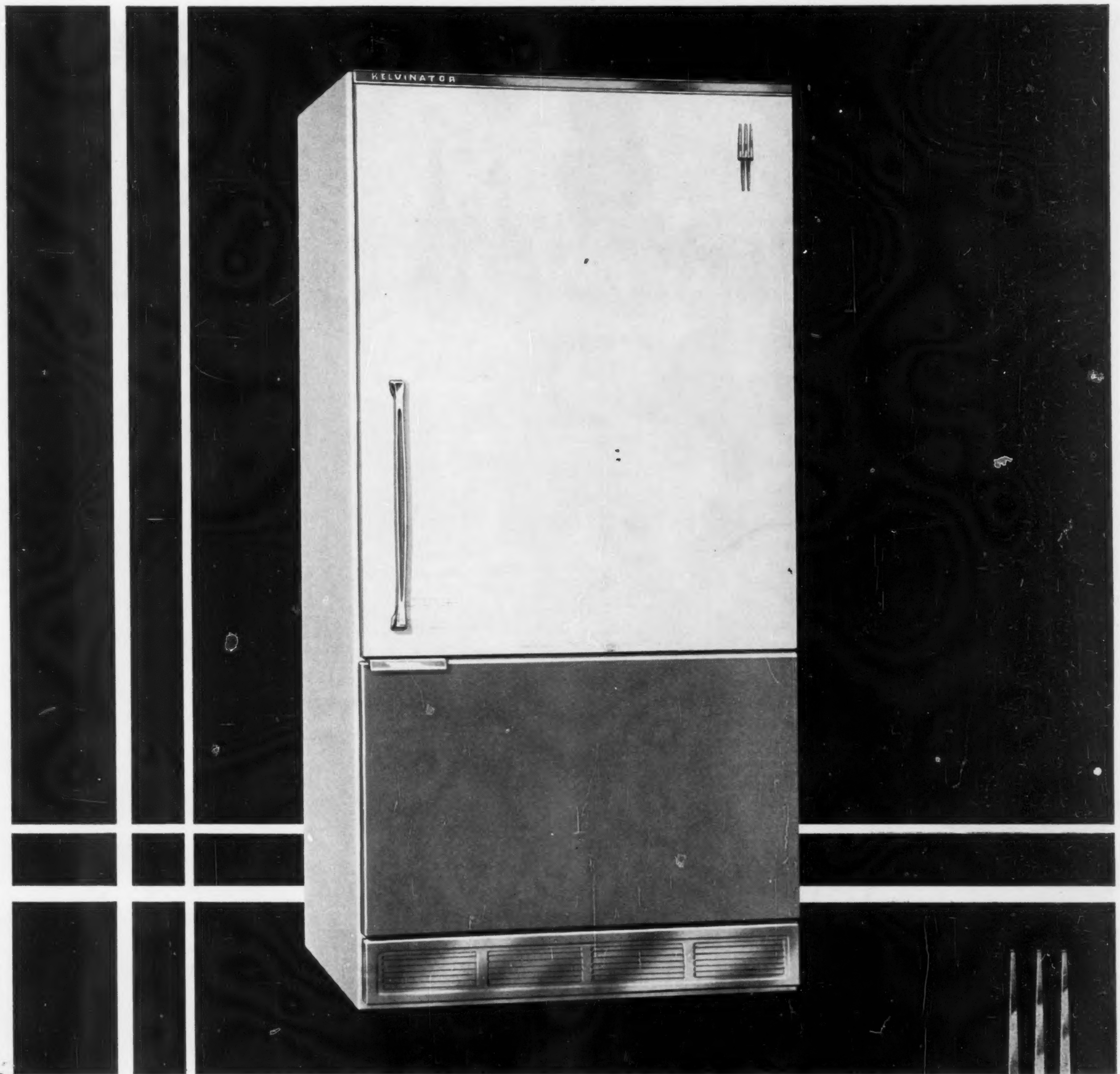


TO KEEP FRUITS from rolling and bruising, only Kelvinator has a Slide-Out Fruit Basket. It is easily removable to make still another occasionally needed place to put extra milk, soft drinks or bulky foods.

TO SAVE BENDING AND STOOPING, slide-out Moisture Seal Vegetable Bins are stacked waist-high. And alongside the bins is ample space for the normal, everyday family supply of milk and beverages.

ALL THE DEMONSTRATION FEATURES to make a woman want it are in this freezer-at-the-bottom 14-cu. ft. 2-door with 108-lb. freezer. This model, as well as the K78H-14 and the K75H-13, has the selling power of famous Kelvinator "Moist-Cold" refrigeration that keeps even uncovered foods perfectly. And automatic defrosting, of course.

Model K79H-14
Illustrated at right



Kelvinator puts you a long step ahead in the refrigerator style parade with the newest, most advanced design, the new Kelvinator "Style Mark" refrigerator series for 1958.

Exteriors of striking new beauty to dress up the newest or the oldest of kitchens. Inside, a color scheme of rich dignity in the new French Vanilla, accented with gold and white.

And in the new Kelvinator refrigerators for 1958, as in Kelvinator products always, there is another outstanding reason why Kelvinator is the best buy for you as well as the best buy for your customers. That reason is famous *Kelvinator quality*. For you, it means readier customer acceptance of your sales story; maximum freedom from service complaints; satisfied customers; and build-up of your store's reputation as a dependable place to trade.

Your Kelvinator Zone Manager or Distributor will be glad to show you a new full-line product program plus a new program of dealer benefits that will open your eyes to new profit opportunities in your own business. It definitely will pay you to get in touch with him.

Kelvinator **OLDEST MAKER OF ELECTRIC REFRIGERATORS FOR THE HOME**

DIVISION OF AMERICAN MOTORS CORP., DETROIT 32, MICH.

American Motors Means *More for Americans*

Live Better Electrically

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announcing vi-fi
(what it is)
NEW INDOOR TV ANTENNA
(what it does)
TRUE VIDEO FIDELITY
(what it looks like)
NEW SLENDER LINE STYLING
(how do you pronounce it?
Vi-Fi rhymes with Hi-Fi.)
AMPHENOL
AMPHENOL ELECTRONICS CORPORATION
chicago 50, illinois

trends

REGION BY REGION

THE EAST

By John A. Richards

Subway strike jolts N. Y.'s Christmas sales, but helps neighborhood stores . . . Hedging and cautious optimism characterize '58 outlook

EASTERN appliance-TV dealers dug in their heels for sharper, heavier drives as January ushered in a fresh year. Many had to, because for them Christmas '57 downgraded their predictions.

It was not that appliance-TV dealers weren't trying. In Rochester, Buffalo, and along the Niagara frontier, stores searched for sure-fire sales-builders. One Buffalo chain, which blankets that city's outskirts as well, offered six-foot Christmas stockings loaded with toys in an effort to drag in customers. It even tried opening on a Sunday afternoon. In Niagara Falls, 2-for-1 sales became common. In Boston a New England Electric program on dryers, with electric blankets as a free companion item, got heavy dealer support.

Downtown, Back Bay, and suburban Boston dealers helped push dryer sales to 3,000 in 11 weeks. On the other hand, western New York dealers were bucking rising layoffs in defense and steel industries. Whereas business in Waltham, Cambridge and other Boston communities was running as high as 10 percent ahead seasonably, dealers in western New York lagged behind previous mid-December periods by 10 to 15 percent.

In Washington and Philadelphia late openings and concerted Christmas merchandising effort improved the total holiday picture after a weak December start. Hi-fi, TV, and portable appliances showed the greatest strength.

Local conditions upset merchandising patterns in many parts of the East last month. They descended at a time when some dealers look to do as much as 25 to 40 percent of their total year's business.

A subway strike, for instance, flattened sales for volume outlets in downtown Manhattan and Brooklyn. Losses over last year ran as high, in some cases, as 50 percent. Some chains followed the lead of beleagured department stores and arranged to stay open an extra three hours Saturday might.

One Brooklyn discounter, dependent on heavy traffic, termed the situation murderous. "For days the stores were bare." He expected big inventory buildups, with suppliers forced to wait for their money. Paycheck losses, from absenteeism dockage and strike would figure in the year-end transition period, a Jamaica dealer felt.

"Fabulous," said an uptown Manhattan neighborhood dealer, on the other hand, about his Christmas business. "Not only have we felt the impact of good pricing and promotions, but the subway strike helped rather than hurt us. People who normally chase downtown to shop checked us first. They suddenly found we can give them bargains that are just as excellent."

In outlying neighborhood areas of New York's boroughs the picture brightened for smaller neighborhood dealers—in Bay Ridge, and Canarsie, Brooklyn, in Jackson Heights and Forest Hills, Queens, and in local centers in the Bronx. While the big volume boys looked at vacant shops, neighborhood dealers exulted over the windfall of holiday customers.

Despite repeated snow, rain, and ice, metropolitan suburbs experienced a solid pre-Christmas boom. Volume stores and discounters with outlets in suburban metropolitan New York and New Jersey balanced their in-town losses with good volume in outlying areas. Meanwhile independents along Long Island's north and south shore—Great Neck, Huntington, East Northport, from Pathogue west through Babylon, Freeport, Rockville Center and Valley Stream—were selling traffics, some majors, hi-fi, TV, and, of course, gifts and other sidelines.

In Paramus, N. J., another local condition worked to the advantage of neighborhood dealers. Highway stores at the junction of Routes 4 and 17 were closed Sundays by local ordinance. If other municipalities, grappling with the Sunday openings dilemma, follow the example of Paramus, it can only improve the lot of neighborhood dealers.

The same goes for dealers in the Allentown-Easton area, where Two Guys and other discounters have stirred local dealers to action. A threat by Hess Bros. and other stores to open check. He was spending whole days just the week Sundays promptly closed Two Guys on that day. It also precipitated a court test.

For the long view, the rearrangement of dealer franchises by GEAC and HASCO in New York may have a salutary effect (see news story in this issue). When the bitterness ebbs, dealers may agree with the downtown Brooklyn retailer who said, "I've only got one other outlet with the same line in my area. Now if they clamp down on transhipping everything will be fine." Dealers all over the east who took note of HotPoint's slimming down its total dealer structure will also be watching for other developments which may give independents breaks in their own areas.

What about the year ahead? From Washington to Buffalo dealers are hedging. "Can't guess," "Rough," "Let's wait and see" were only a few comments.

Distributors remain optimistic. "We are confident about first quarter prospects" came from Buffalo and Philadelphia. In New York, some distributors hope to pick up business from chain and independent accounts which will be minus either the Hotpoint or G-E line in a few months.

THE MID-WEST

By Ken Warner

Christmas business disappointing all around. Added gripe at the cross-roads: customers getting tough about prices. Hot promotions still pay off

JUST before Christmas, it didn't matter who you talked to about business in the midwest, as everyone caroled the same sad song: "Business is lousy." Chances are Midwest dealers had set themselves up for a big letdown by being overly optimistic, but many were counting on the holiday season to pull up some slack.

Normally, of course, good high-margin business can be expected in the gift season, but this year **dealers report that the most starry-eyed buyer —even one in a hurry—was tougher than ever on price.** For one Minnesota man, this was easy to

(Continued on page 16)

trends

REGION BY REGION

before Christmas okaying closing prices. It seemed like two out of three customers were pushing his salesmen down to the "check with the boss" price. And this was no metropolitan area.

Price-shoppers, low traffic and all aside, Midwest dealers did report that **when people bought, they bought good merchandise.** For one Chicago dealer, best-selling black and white TV sets were in the $339-399 range. In high fidelity packages, his best movers were a table model at $129.95; a console phono at $199.95; and an am-fm phono console at $365. The only low-end record-player moving in any quantity for this dealer was a last-year's $99.95 model going at $69.95. Hi-fi was moving much better than TV for this man. His color TV business, which ran fairly strong all fall, fell off in December, presumably in the face of spreading Christmas budgets around a whole family. At any rate, just two weeks before Christmas, he moved just one set where he figured to move five.

Dealers in both Wisconsin and Minnesota finally were able to report that high fidelity was moving in smaller towns. A Minnesota dealer says he got long-waited-for hi-fi traffic, plainly labeled as gift-buying. Customers were coming in saying, "we've been waiting to buy this for the whole family for Christmas."

Good promotions still paid off in the last quarter, though. In mid-fall, the Black Hills Power and Light Co., headquarters at Rapid City, S. D., staged a "clothes dryer hunt" in cooperation with dealers in their area. The event was a tie-in with "live better electrically," and proved a real sales-sparker. Some 219 electric dryer installations were registered for the month. This compares spectacularly with August and September registrations of 35 to 52 installations respectively. Kansas Power and Light reports good dryer sales in October, too, with the electric dryer the only appliance that passed October, 1956, sales in that month.

In Wisconsin, a promotional dealer found that he hit his traffic appliance market just right with a coupon promotion mailed to his own customers the first week in December. In two weeks, he got 400 sales, among them about 30 hi-fi sets. This promotion, he says, was the only thing that put his electric housewares business where he expected it to be for Christmas. Other promotions before and after this one didn't do so well.

The small appliance business has gone the price-cut road in Minnesota small towns, and dealers put the blame on the catalog houses, whose efforts to get their books out evidently paid off this season. An Austin, Minn., dealer reports that the local railway express office got two full truckloads of discount catalog merchandise for Austin residents in just one day a couple of weeks before Christmas. For a town Austin's size, this represents quite a sizable volume. In another medium-sized Minnesota town, an irate dealer is fighting fire with fire. He advertises non-fair-trade items at competitive prices, and he also advertises that where the customer can bring in a catalog and show him a discount price on fair-traded items, he'll meet it. He added about $1.25 for handling. He's selling plenty of traffic appliances this way, but admits he isn't making any money. "I can't let my customers get in the habit of going someplace else. If I just break even on the little stuff, and protect my white goods business, I'll still be all right," he says.

"I SEE MAX TOOK ON A SPARTAN FRANCHISE."

THE SOUTH EAST

By William C. McGuire

TV, hi-fi take up white goods slack for many dealers . . . Weather and credit problems hurt '57 averages

At 1957's end many Southeastern dealers turned hopeful eyes toward the holiday season, knowing it would take somewhat of a Christmas miracle to pull them even with last year. Activity was fairly light in most of the area's retailing centers through November, traditional building period for the year-end buying boom, and as late as mid-December Santa had failed to show in several key sections. This, coming after a generally poor October, indicated that the Southeast's '57 might end in a blaze of boredom.

Mother Nature has blackjacked dealers and distributors alike in much of the South this year, primarily with excessive rainfall which drowned crops and downed appliance-TV sales. Hardest hit were Tennessee, where an 80-year record of 73.5 inches was washed out by mid-November, Alabama and North Carolina.

In December, several days of sudden sub-freezing weather hung an estimated $25 million loss on central and northern Florida's produce and flower farming industries. A typically ill wind, the freeze brought a short, sweet heater boom. Dealers and distribs from Miami up dusted off hundreds of BTU-producing antiques and kicked them out at unexpected profits. Said a shivering Miami distributor, "Warming pans we could have sold!"

Though parts of the South shared in the national drop in residential buildings starts, **Florida's big builder-dealers were feeling no pain.** Miami, which for 10 years has led the country in dwelling units built per thousand of population, seemed a cinch to make it 11 in a row, while the fast growing Tampa-St. Petersburg area, which tied for second place in 1956, came on big again during the year.

Refrigerator sales, off in October, continued slow through November in several major areas, notably Miami, Nashville, Jackson, Atlanta and Birmingham. Some dealers saw this simply as a period of "make-do" with old boxes, pointed to increases in television, hi-fi and radio volume as evidence of a shift in pre-holiday buying emphasis from ice cubes to Christmas carols.

"What they're doing," said a Tampa dealer for whom TV was leading the list, "is holding off on basic white goods and buying it up in home entertainment." For him, a 21-inch close-out T/M with a going price of about $75 under its $298 list was top banana. He reported movement of '58 merchandise in all of his six lines greatly restricted by new prices, up as much as $40 to $60 over comparable '57 stuff.

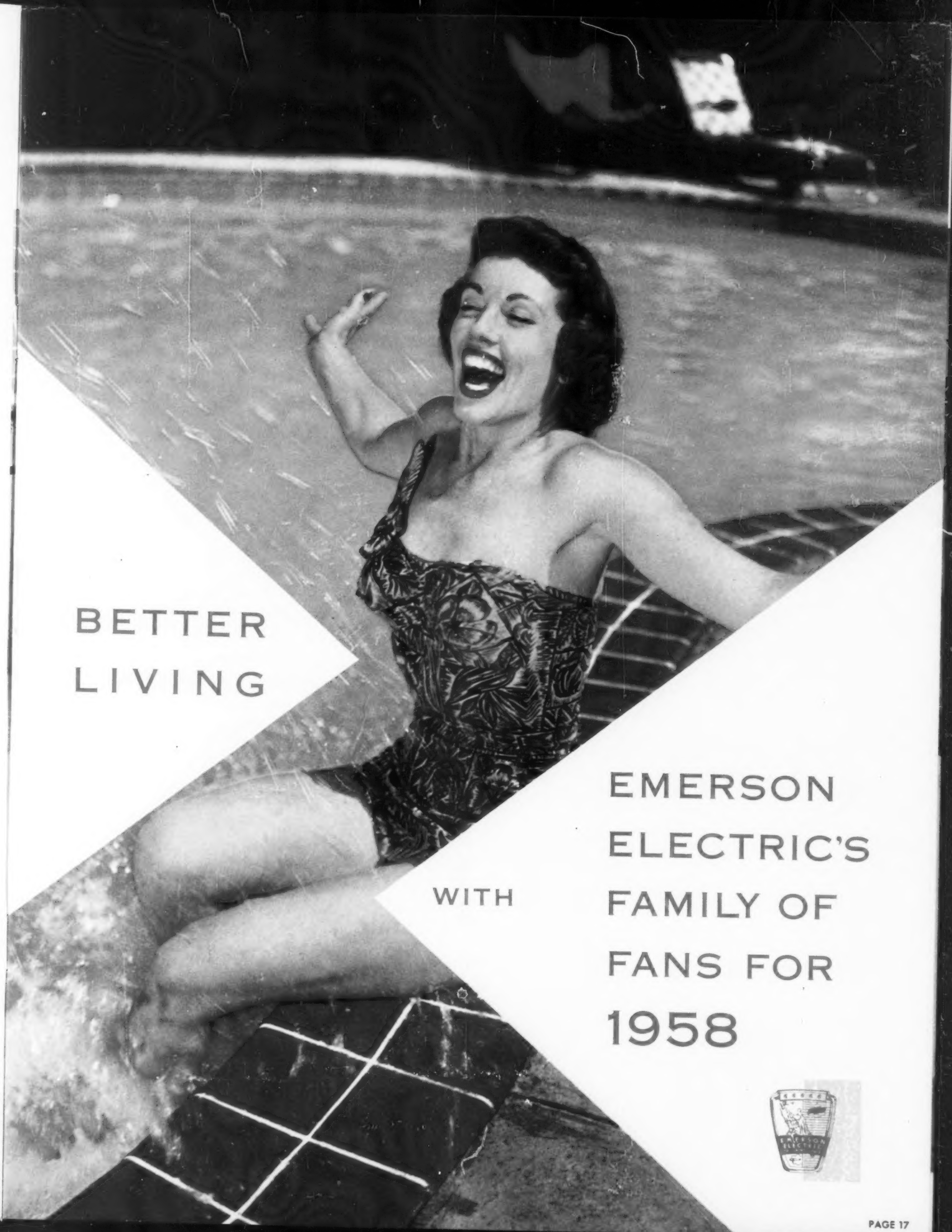
Low-end consoles and record players were moving well for a Birmingham retailer, who also registered a pickup in portables after two down months. Hi-fi put a gleam in the eye of one of Atlanta's key dealers. His recently installed demo room began to look like a good investment, when 50 percent of his November dollar sales fell in hi-fi. Best unit has been a four-speaker console which costs him about $170 and is readily salable, via features and name, for $229. In contrast, this dealer's white goods were going nowhere, stifled by a fantastic After-Thanksgiving Sale staged by Rich's, in which the mighty Atlanta department store sold more than a million dollars at retail in a single day.

To date, color television has dazzled no one in the Southeast, with some dealers even reporting sales down from a year ago. The man who was Georgia's biggest color dealer in '56 has suffered a drop-off, in spite of the fact that he's using hundreds of phone calls and formal invitations to build in-store demonstrations.

Laundry equipment showed to good November advantage in Nashville, Miami and Charlotte. A tie-in with a utility wiring allowance program helped salt away 50 dryer sales in October for a Nashville retailer. Most hit in the $140-$160 range. Washers in the $200-$240 bracket sold swiftly for dealers in Miami and Charlotte, though the gap between list and selling price was, in most cases, considerable.

As usual, the roughest competition of all was labeled "Sears." Freezers were especially vulnerable. As one Tennessee dealer phrased it, "When they begin to ballyhoo that under-$200 job, Sears

(Continued on page 31)


BETTER
LIVING
WITH
EMERSON
ELECTRIC'S
FAMILY OF
FANS FOR
1958

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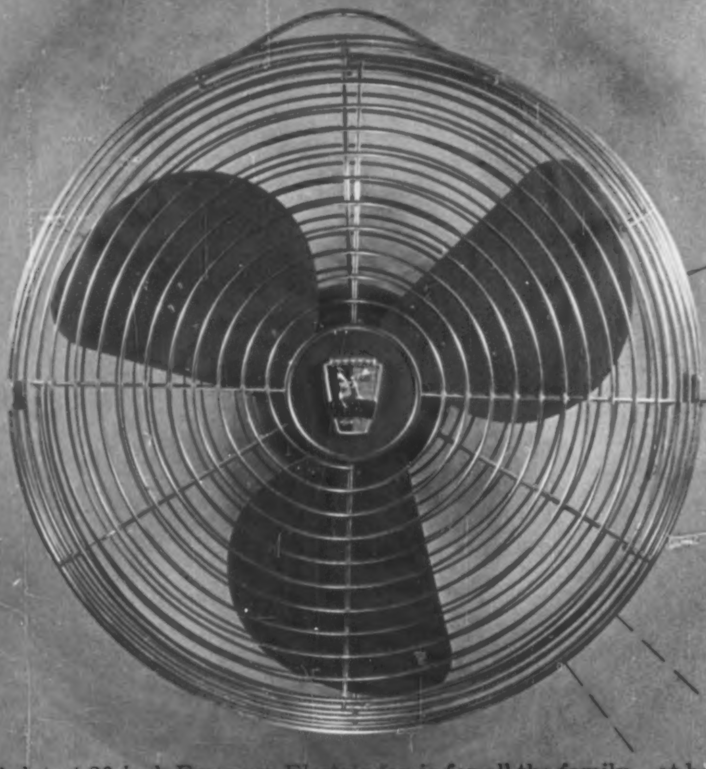
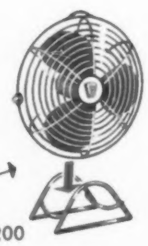
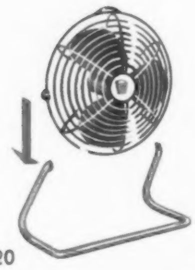
the "town and country" four-in-one fan from...



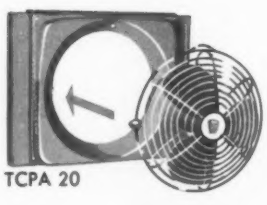


TC 200

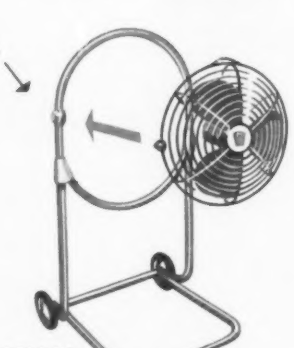


TCFS 20

Four separate mountings unlimited applications



TCPA 20



TCRS 20

This latest 20-inch Emerson-Electric fan is for all the family—at home, indoors, outdoors, or for a week end in the country.

There is one basic fan to which can be added any one or more of 3 separate mountings—for a very little plus the modest cost of the fan alone.

This fan is the answer to: "What fan shall I buy? Rollabout? Window Fan? Floor Circulator? Or What?"

No need to hesitate *now!* Start with the basic fan and add mountings as the need becomes apparent . . . or buy the package and be completely equipped.

Two-tone Green enamel—baked on for lasting beauty.

FAN WITH BUMPKIN MOUNTING

BLADE SIZE	SPEEDS	MOTOR R.P.M.	MOTOR WATTS	AIR DELIVERY *C.F.M.	AIR DELIVERY †C.F.M.	CATALOG NO.
20″	2	1025-800	165-115	3000-2340	3500-2700	TC 200

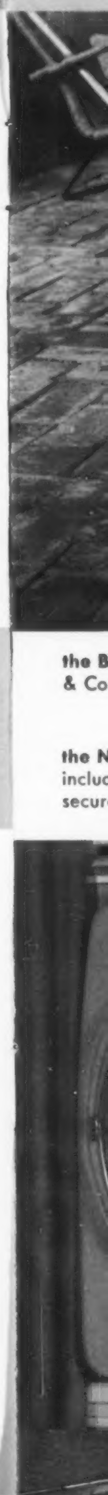
For 115 Volts, 60 Cycles

Mounting Accessories For Town & Country Fans

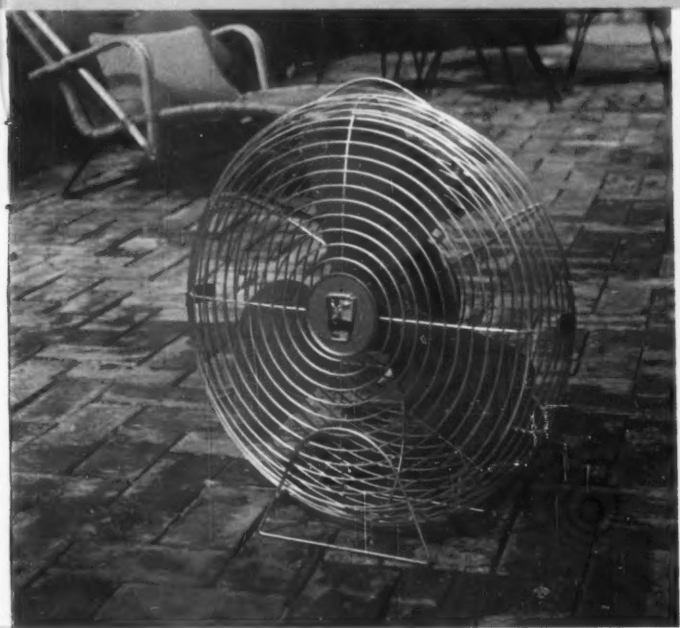
"Squire"—Rollabout Stand . . . . TCRS 20
"Nite-N-Gale"—Window Housing and Adjustable Panels . . . . TCPA 20
"Hostess"—Tiltable Floor Stand . . . . TCFS 20

*Reading taken (Standard NEMA Test Method for Air Circulators), two feet from fan. †Reading taken four feet from fan. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Performance data subject to variations of 10% plus or minus. All data subject to change without notice.

Will not interfere with radio or T.V. reception. 5-Year Guarantee.

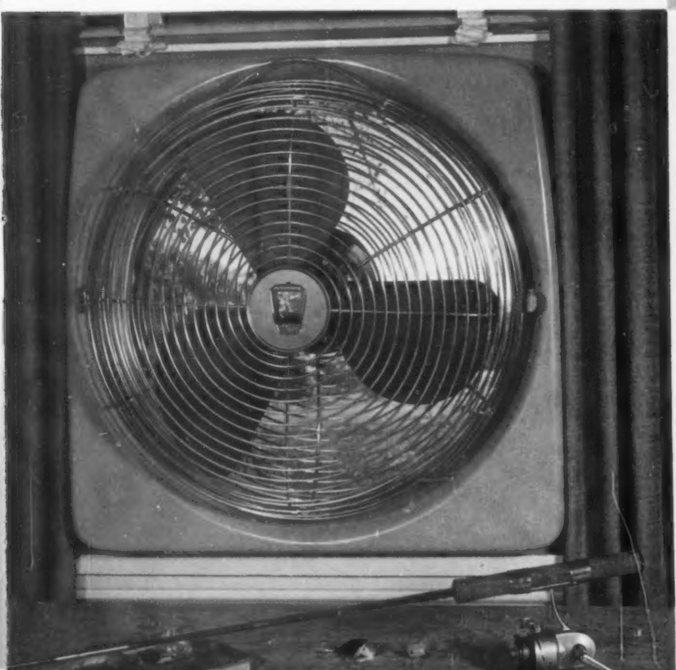


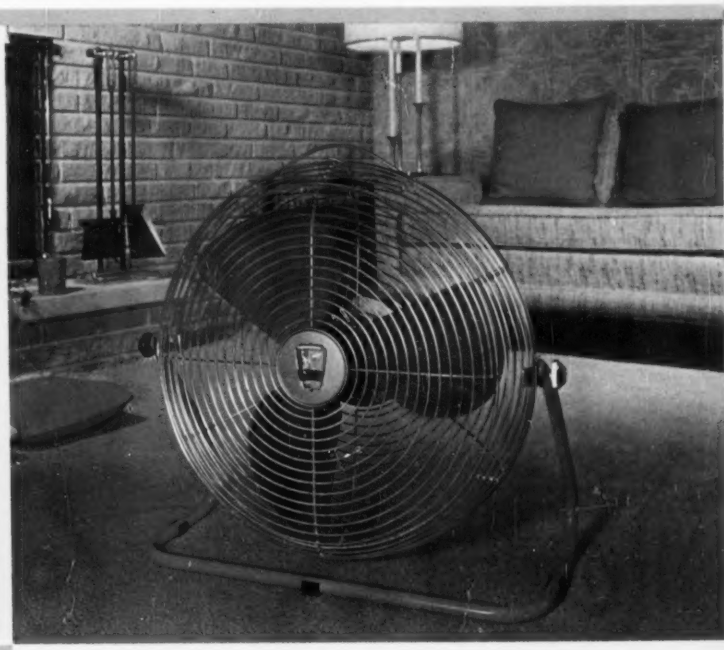
Emerson-Electric's *family of fans*



the BUMPKIN—This stand is standard equipment with Town & Country fan. Carry it everywhere.

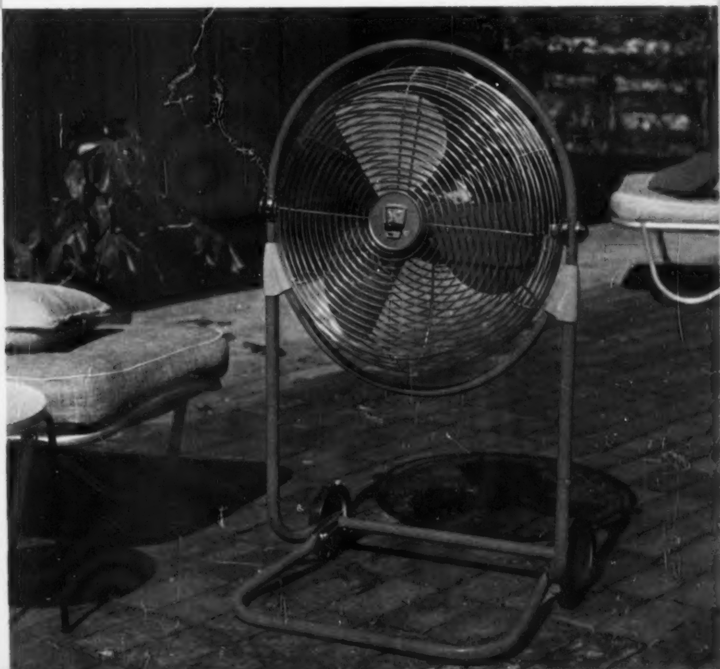
the NITE-N-GALE—Window mounting with full venturi (panels included) adjusts from 27½" to 34". . . holds T. & C. fan securely . . . simple to set up . . . manually reversible.





the HOSTESS—Makes T. & C. fan a tiltable, portable floor or patio circulator.

the SQUIRE—Masterful rollabout mounting T. & C. fan...adjusts to 180° arc...goes everywhere!



Emerson-Electric's *family of fans*

... *tells* itself when to turn on or off
... *tells* you what it's doing

- Low Speed Exhaust
- High Speed Exhaust
- Off
- High Speed Intake
- Low Speed Intake

• Tested and approved in tens of thousands of homes all over America, SUCCESSFUL is the word for this 20″ electrically reversible window fan.

• Exclusive system of colored lights tells you High Speed . . . Low Speed for moving air in; High Speed . . . Low Speed for moving air out.

• Thermostat, combined with colored lights, proves fan ideal for night operation. If motor is turned off by thermostat, colored light tells you current is on even though blades are not turning.

• Finish—Two tone, Surftex Green with motor and blades in Seafoam Green, baked enamel, with bright cadmium-plated guard.

• Shallow cabinet—only 7¾″ deep.

• Adjustable mounting panels included, expand from 27½″ to 34″.

• Quick-starting, quiet, economical operation.

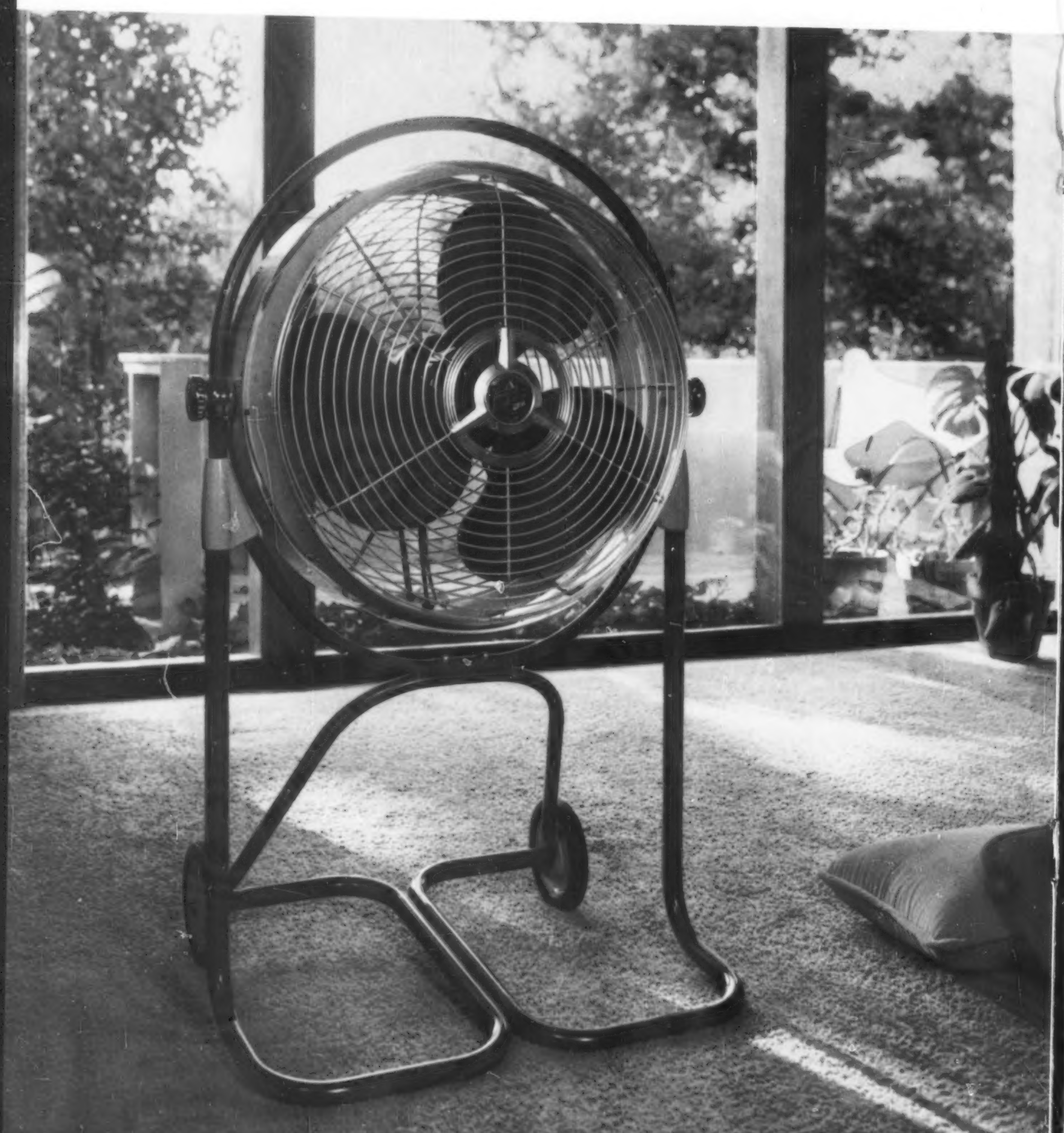
	BLADE		CAPACITOR MOTOR				CATALOG
For 115 Volts, 60 Cycles	SIZE	SPEEDS	R.P.M.	WATTS	*C.F.M.	†C.F.M.	NO.
	20″	2	1100-850	125-75	2800-2150	3200-2350	WFR 200

*Tested in accordance with the provisions of the Standard Code for Centrifugal and Axial Flow Fans, as established by The American Society of Heating and Ventilating Engineers, and the National Association of Fan Manufacturers. †Reading taken (Standard NEMA Test Method for Air Circulators), two feet from fan. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Performance data subject to variation of 10% plus or minus. All data subject to change without notice.

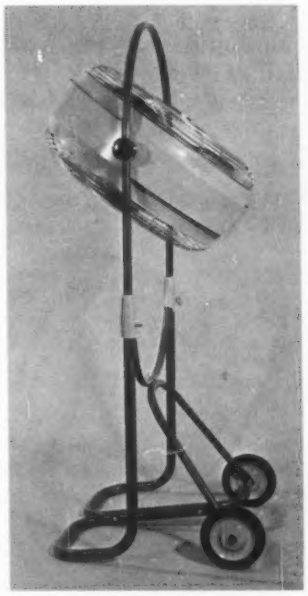
Will not interfere with radio or T.V. reception. 5-Year Guarantee.

ORIGINATORS OF THE 5 YEAR GUARANTEE

the "roll-about" from...



Emerson-Electric's *family of fans*



• The ORIGINAL "Roll-about" and still a best-seller. Top quality . . . top performance . . . and "tops" in good looks. A better-built, sturdier, and more dependable performer than any similar type fan.

• ROLL IT anywhere, easily — upstairs and down, indoors and out.

• ADJUST IT, easily — 28" to 48" from floor to center of blades.

• TILT IT, easily — to any position from straight up to straight down, directing the air flow steadily at any angle within 180° range.

• TEST ITS STRENGTH! Note the base formed of 1" steel tubing shaped for positive balance, the upper column formed of ¾" steel tubing, the two 6" diameter steel wheels with solid rubber tires that won't mar rugs or floor.

• Regard the finish . . . Fashionable Sahara Beige and Falcon Brown baked enamel. Bright cadmium plated trim.

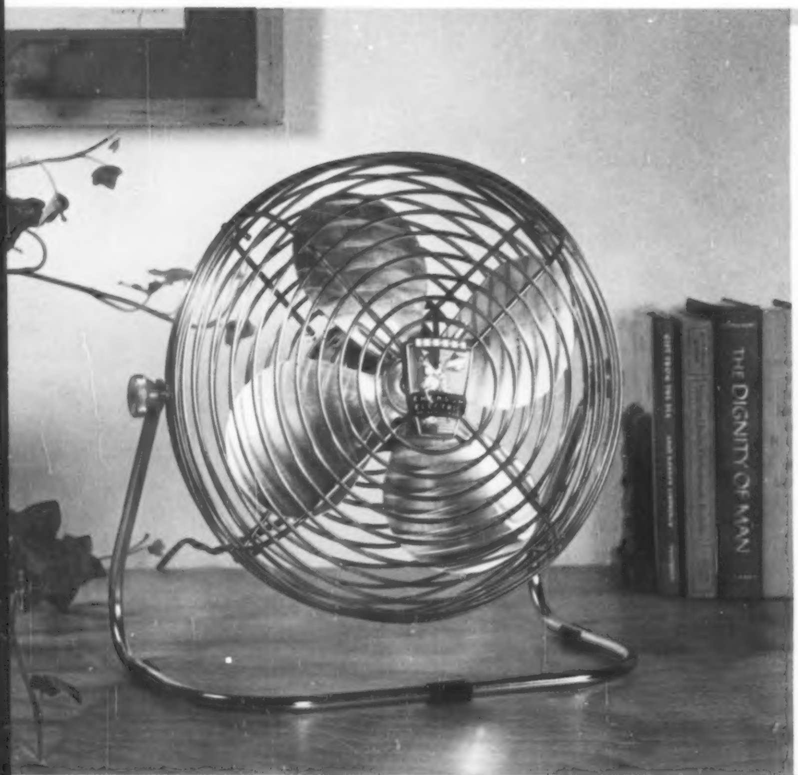
	BLADE SIZE	SPEEDS	CAPACITOR MOTOR R.P.M.	WATTS	*C.F.M.	†C.F.M.	CATALOG NO.
For 115 Volts, 60 Cycles	18"	2	1050-650	125-55	3350-2000	4350-2600	RA 180

*Reading taken (Standard NEMA Test Method for Air Circulators), two feet from fan. †Reading taken three feet from fan. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Performance data subject to variations of 10% plus or minus. All data subject to change without notice.

Will not interfere with radio or T.V. reception. 5-Year Guarantee.

ORIGINATORS OF THE 5 YEAR GUARANTEE

personal members of...



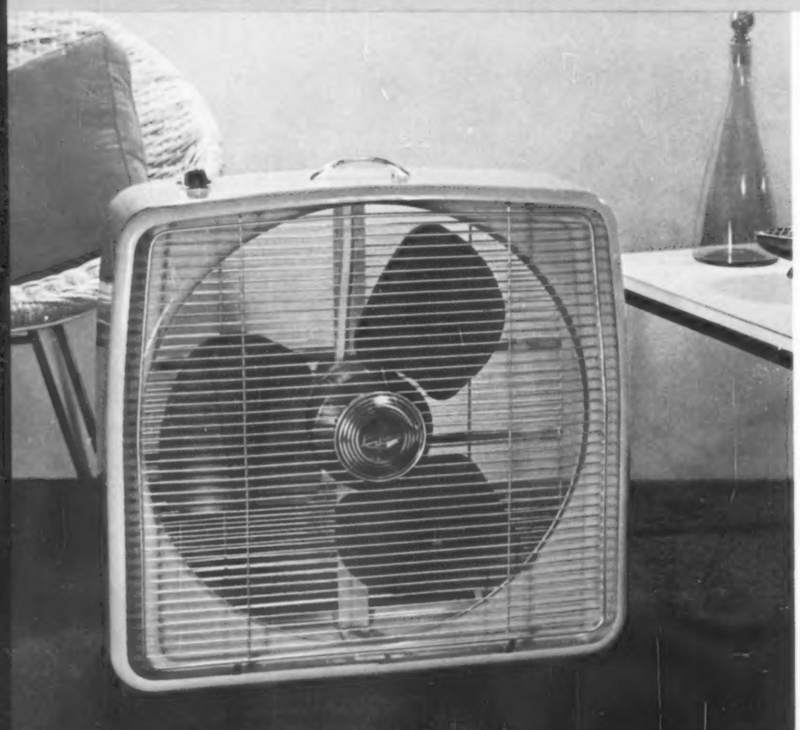
The SEABREEZE
10-inch utility circulator

This low-priced personal fan is highly prized by its owners, everywhere . . . and no wonder: It is quiet, cool-running, and light in weight . . . can be tilted to deliver a large volume of air within a 180° range.

Often used as a "booster" for a room air conditioner. It pushes the cold air into an

For 115 Volts, 60 Cycles	BLADE SIZE	SPEEDS
	10″	1

*Standard NEMA Test Method. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Satisfactory for operation on 50 cycles—speed



The TURNAROUND

Extra quality distinguishes this portable, 20-inch window and floor fan—2 speeds, manually reversible. Panels (included) permit adjustment for windows from 29⅛″

For 115 Volts, 60 Cycles	BLADE SIZE	SPEEDS
	20″	2

*Tested in accordance with the provisions of the Standard Code for Centrifugal and Axial Flow Fans, as established by The American Society of Heating and Ventilating Engineers, and the National Association of Fan Manufacturers. †Reading taken (Standard NEMA Test Method for Air Circulators), two feet from fan. Fans

Emerson-Electric's *family of fans*

adjoining room or extends it within a larger room, thus increasing the cooling area of the air conditioner.

Good looking, too: Seafoam Green, baked enamel finish, with bright chrome guard and stand.

R.P.M.	WATTS	*C.F.M. AIR DELIVERY	CATALOG NO.
1500	45	800	UC 101

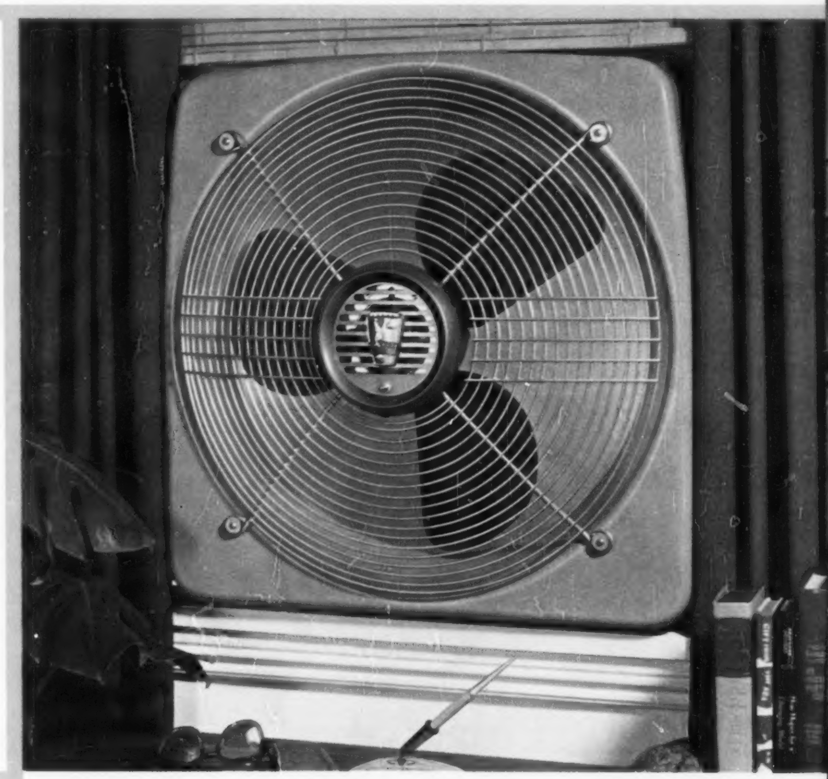
and air delivery approximately 15% lower. All data subject to change without notice. Will not interfere with radio or T.V. reception. One year guarantee.

to 36″ in width, between window stops.

Sahara Beige and Falcon Brown baked enamel; Old Gold trim bands and bright cadmium plated guards.

MOTOR		AIR DELIVERY		CATALOG
R.P.M.	WATTS	*C.F.M.	†C.F.M.	NO.
1050-900	180-130	3000-2575	3500-3000	746410-R-1

will operate satisfactorily on voltage 10% above or below rated voltage. Performance data subject to variation of 10% plus or minus. All data subject to change without notice. Will not interfere with radio or T.V. reception. 5-Year Guarantee.



The PRACTI-COOL

This straight exhaust, 2-speed, 20-inch window fan is the inspiration for the statement: Low initial cost, low operating cost. Only 7¾″ deep. Mounting panels (included) permit adjustment for windows from 27½″ to 34″ in width, between window stops.

Finish: Two-tone, Surftex Green and Seafoam Green, baked enamel; trimmed with bright cadmium plated guard.

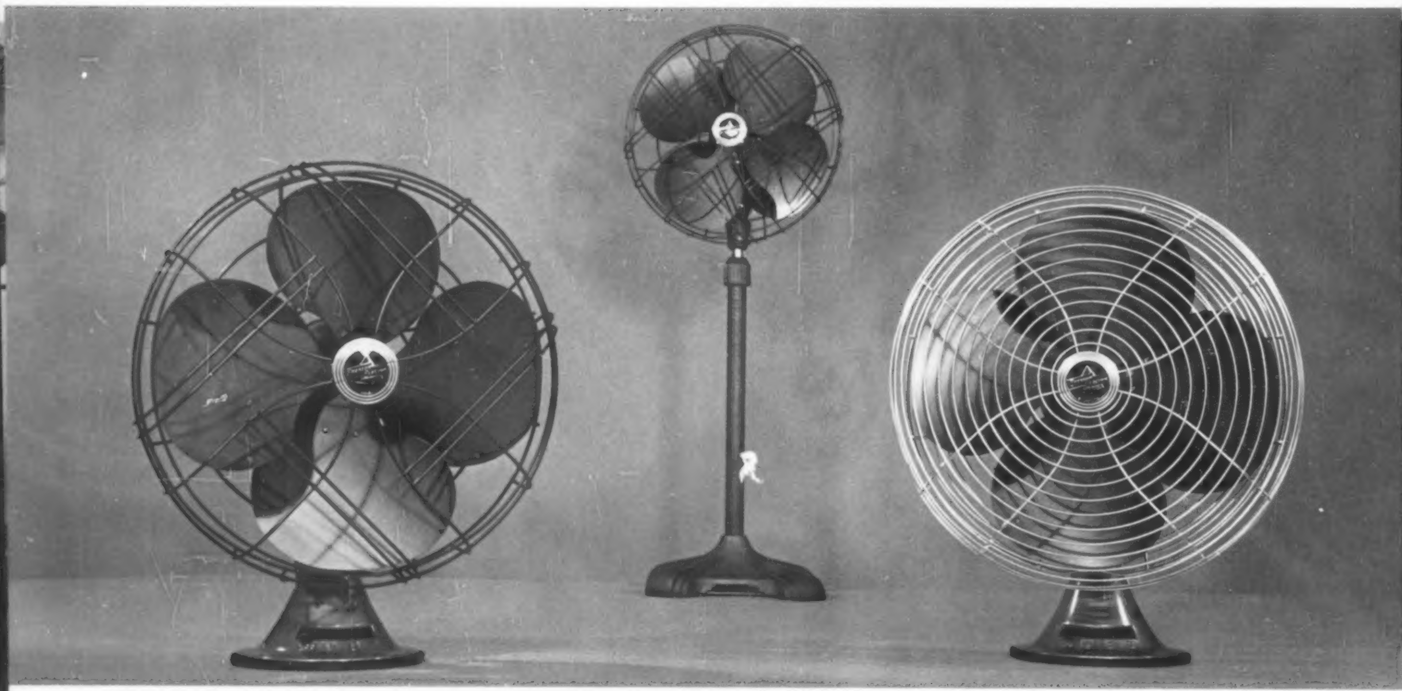
For 115 Volts, 60 Cycles	BLADE		MOTOR		AIR DELIVERY		CATALOG
	SIZE	SPEEDS	R.P.M.	WATTS	*C.F.M.	†C.F.M.	NO.
	20″	2	1025-800	165-115	2600-2020	3000-2350	WF 20 WF 201‡

*Tested in accordance with the provisions of the Standard Code for Centrifugal and Axial Flow Fans, as established by The American Society of Heating and Ventilating Engineers, and the National Association of Fan Manufacturers. †Reading taken (Standard NEMA Test Method for Air Circulators), two feet from fan. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Performance data subject to variation of 10% plus or minus. All data subject to change without notice. Will not interfere with radio or T.V. reception. 5-Year Guarantee.

‡WF 201 same as fan illustrated except for etched aluminum blades, natural finished motor housing, and slight modification of guard.

ORIGINATORS OF THE 5 YEAR GUARANTEE

popular members of...



DELUXE OVERLAPPING BLADE FANS... *INCOMPARABLE!*

Generations past . . . and generations to come have been and will be using these incomparable oscillators. There is no better fan in the market. Read these features and you'll understand why . . .

MOTOR: Quiet and economical to operate. 12-inch fan has induction-type motor. 16-inch fan—current-saving capacitor motor.

SHAFT: Case-hardened, ½-inch diameter, hollow-steel shaft, pressed into motor frame.

BEARINGS: Exclusive oil-tight, dust-proof.

LUBRICATION: Oil fed from oil cup at back of motor to hollow shaft. Only one place to oil. Continuous forced-feed circulation system.

BLADES: Overlapping, electronically-balanced.

SWITCH: Three-speed, sliding.

FINISH: Lustrous baked metalescent-bronze.

BASE: Desk fans—Patented friction hinge for tilting fans up or down, or for wall (bracket) mounting. Felt covering prevents marring of polished surfaces.

BASE & STAND: Pedestal fan (OLP160) is adjustable 3′ 3″, to 4′ 9″ floor to center of blades. Friction hinge for tilting up or down.

OSCILLATION: Finger-tip control for instant adjustment from 90° to any lower range or stationary position. Fully enclosed gear case protects moving parts, and is sealed against oil leakage.

	BLADE SIZE	SPEEDS	R.P.M.	WATTS	*C.F.M. AIR DELIVERY	CATALOG NO.
For 115 Volts, 60 Cycles	12″	3	1320-1200-1000	76-62-58	1150	OL120
	16″	3	1070-925-800	60-48-43	1700	OL160
	16″	3	1070-925-800	60-48-43	1600	†OLSG160
	16″	3	1070-925-800	60-48-43	1700	OLP160

*Standard NEMA Test Method. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Listed by Underwriters' Laboratories, Inc. Performance data subject to variations of 10% plus or minus. All data subject to change without notice. † Spiral safety guard. Will not interfere with radio or T.V. reception. 5-Year Guarantee.

Emerson-Electric's *family of fans*

The SERV-AIRE—*Low-table Fan*

Gentle air freshener . . . silent as a butler, at all three speeds . . . handy as a serving table, for home or office . . . particularly useful in an air conditioned room, where cold air normally hangs low and motionless. The Serv-Aire redistributes and makes for an even, cool temperature. Beautiful medium green with spatter gray top.

For 115 Volts, 60 Cycles	BLADE SIZE	SPEEDS	MOTOR R.P.M.	MOTOR WATTS	*C.F.M. AIR DELIVERY	CATALOG NO.
	12"	3	1400-1200-1000	135-125-115	3200	LT 121

*High Speed, reading taken (Standard NEMA Test Method for Radial Discharge Fans) 18 inches from center of fan. Listed by Underwriters' Laboratories, Inc. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Performance data subject to variations of 10% plus or minus. All data subject to change without notice.

Will not interfere with radio or T.V. reception. 5-Year Guarantee.

PARKER-BLADE FANS—*Lifetime Motor—*

Famous since the early '90s—Universally accepted for dependability, quietness, high capacity and low current consumption. Metallic Gray enamel, cadmium plated guard.

BLADE SIZE	SPEEDS	MOTOR R.P.M.	MOTOR WATTS	*C.F.M. AIR DELIVERY	CATALOG NO.	VOLTS	CYCLES
16"	3	1000-850-700	90-75-60	1550	†P160	115	60
16"	3	1000-850-700	90-75-60	1550	P160-3	230	60

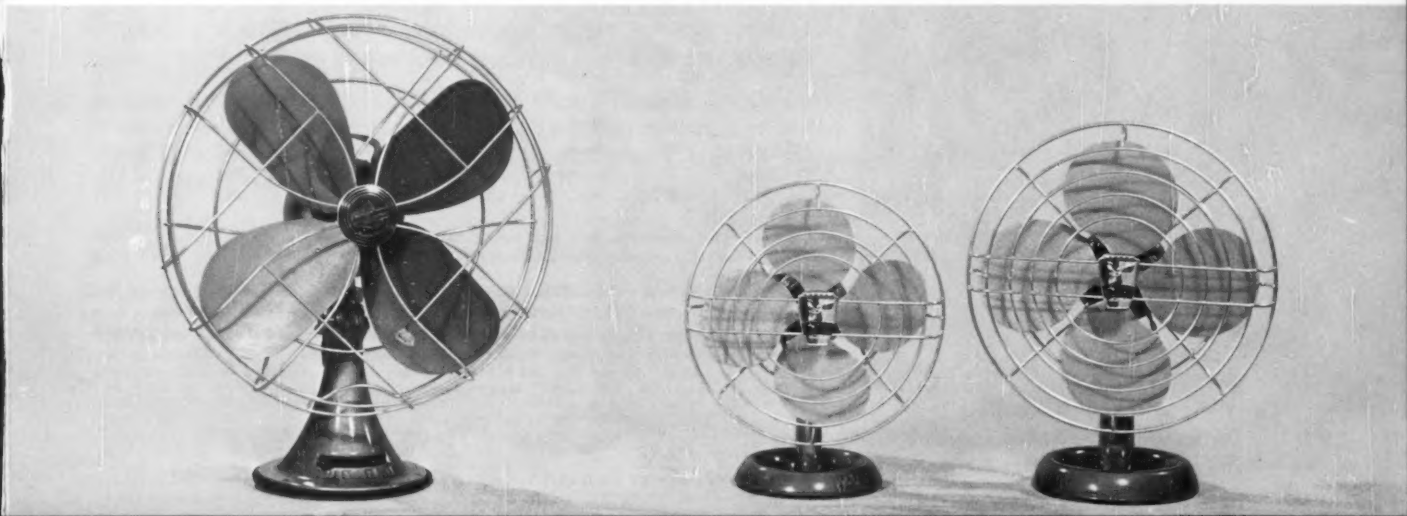
*Standard NEMA Test Method. Fans for 230 volts will operate satisfactorily on voltage 5% above or 10% below rated voltage. Fans for 115 volts will operate satisfactorily on voltage 10% above or below rated voltage. Performance data subject to variation of 10% plus or minus. All data subject to change without notice. †Listed by Underwriters' Laboratories, Inc. Will not interfere with radio or T.V. reception. 5-Year Guarantee.

NORTHWIND OSCILLATORS—*Low-Priced*

—Handy for desk, table or wall mounting. Baked metalescent-bronze enamel on motor and base, blades in beige lacquer.

For 115 Volts, 60 Cycles	BLADE SIZE	SPEEDS	R.P.M.	WATTS	*C.F.M. AIR DELIVERY	CATALOG NO.
	10"	1	1500	42	610	NW 100
	12"	2	1575-1350	48-35	875	NW 120

*Standard NEMA Test Method. Fans will operate satisfactorily on voltage 10% above or below rated voltage. Satisfactory for operation on 50 cycles—speed and air delivery approximately 15% lower. All data subject to change without notice. Fans are listed by Underwriters' Laboratories, Inc. Will not interfere with radio or T.V. reception. 5-Year Guarantee.



ORIGINATORS OF THE 5 YEAR GUARANTEE

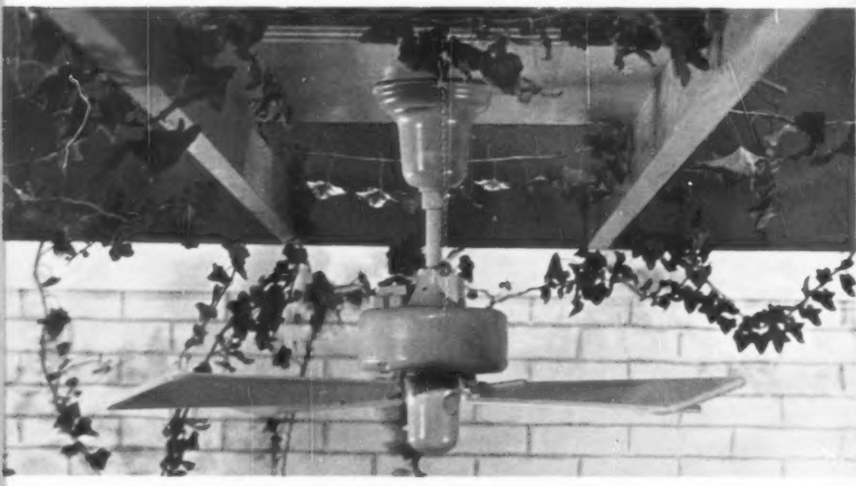
largest members of...
Emerson-Electric's *family of fans*

The DEACON—Years of service without attention, and then only a very little . . . spells the character of these air circulators for office, church, store, restaurant and factory.

For 115 Volts, 60 Cycles	BLADE SIZE	SPEEDS	R.P.M.	WATTS	*C.F.M.	†C.F.M.	CATALOG NO.
	24″	2	1120-770	220-130	5000-3450	6500-4400	C240
	24″	2	1120-770	220-130	4300-3150	5200-3400	‡CSG240
	30″	2	1025-425	340-130	7000-2950	8400-3600	C300
	30″	2	1025-425	340-130	6000-2500	7250-3200	‡CSG300

Ceiling Mounting Fittings (no hanger pipe) 320
Adjustable Floor Column Mounting, Min. 4′ 11″, Max. 8′ 4″, floor to center of fan . . . 120
Counter Column Mounting, 1′ 8″, base to center of fan 220
Wall Bracket Mounting, 1′ 2″ extension from wall 420

*Reading taken (Standard NEMA Test Method) two feet from fan. †Reading taken four feet from fan. Performance data subject to variation of 10% plus or minus. Listed by Underwriter's Laboratories, Inc. All data subject to change without notice. Motor packed in one carton—blades and guard in separate carton. ‡Spiral safety guard. Will not interfere with radio or T.V. reception. 5-Year Guarantee.



The BREEZEWAY—Ceiling fan in the modern manner . . . Slow-speed motor moving a large volume of air—This is the delightful way to keep breezeways and porches cool and free from insects.

For 115 Volts, 60 Cycles	BLADE SIZE	STYLE	R.P.M.	WATTS	*C.F.M. AIR DELIVERY	CATALOG NO.
	36″	non-rev.	330-235	78-60	3630	CF 361
	52″	non-rev.	222-188-162	116-88-75	7000	CF 521
	52″	rev.	222-192-173	135-106-98	7000	CFR 521

4″ Fitter with light socket and pull switch for 36″ ceiling fans 8245
6″ Fitter with light socket and pull switch for 52″ ceiling fans 8246

*High Speed. (Standard NEMA Test Method.) Fans will operate satisfactorily on voltage 10% above or below rated voltage. Listed by Underwriters' Laboratories, Inc. Performance data subject to variation of 10% plus or minus. All data subject to change without notice. Motor and fittings packed in one carton. Blades with flanges and ceiling canopy separate carton.

Will not interfere with radio or T.V. reception. 5-Year Guarantee.

LIVE BETTER ELECTRICALLY

For complete information, including new fan merchandising helps for '58, write:

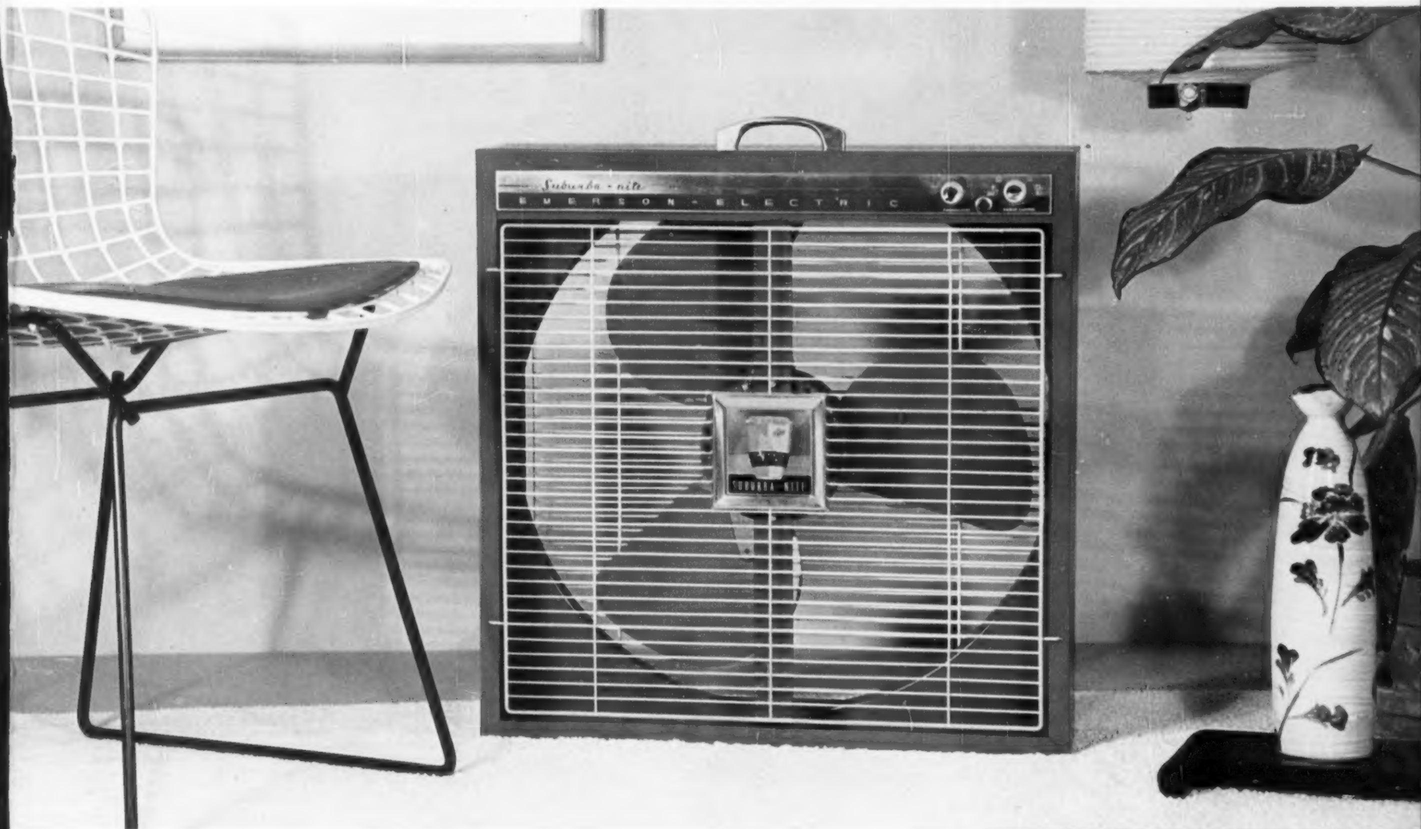
THE EMERSON ELECTRIC MFG. CO.
8100 W. Florissant Ave. • St. Louis 21, Mo.

UNIT NO. X8849 INDEX A120(F) (REPLACING X8549)
PRINTED IN U.S.A.

ORIGINATORS OF THE 5 YEAR GUARANTEE

sheer luxury in...

Emerson-Electric's *family of fans*



This is the SUBURBA-NITE!

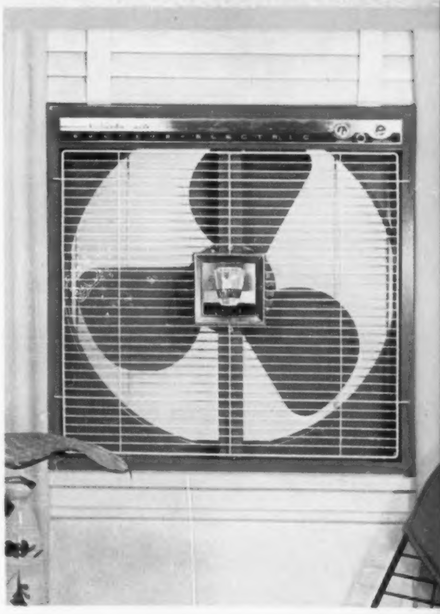
This is the contemporary look!

This is sheer luxury in design and performance . . .

—the last word in a portable, electrically reversible floor and window fan. The Suburba-nite "belongs" because it is styled in harmony with that built-in look which exemplifies the contemporary home.

And performance? A powerful capacitor motor drives 20" blades at two speeds . . . electrically reversible at the flick of a switch. In addition, the front-mounted controls include a sensitive thermostat, and a red pilot light to tell you current is on even though motor may be stopped by thermostatic action.

Finished in medium green and white, with bright polished metal trim. Window mounting bracket included, adjusts from 25" to 38" in width.



For 115 Volts, 60 cycles	BLADE SIZE	SPEEDS	CAPACITOR MOTOR R.P.M.	WATTS	*C.F.M.	†C.F.M.	CATALOG NO.
	20"	2	1100-850	125-75	2800-2150	3200-2350	WFPR 2001

*Tested in accordance with the provisions of the Standard Code for Centrifugal and Axial Flow Fans, as established by the American Society of Heating and Ventilating Engineers, and the National Association of Fan Manufacturers. †Reading taken (Standard NEMA Test Method for Air Circulators), two feet from fan.

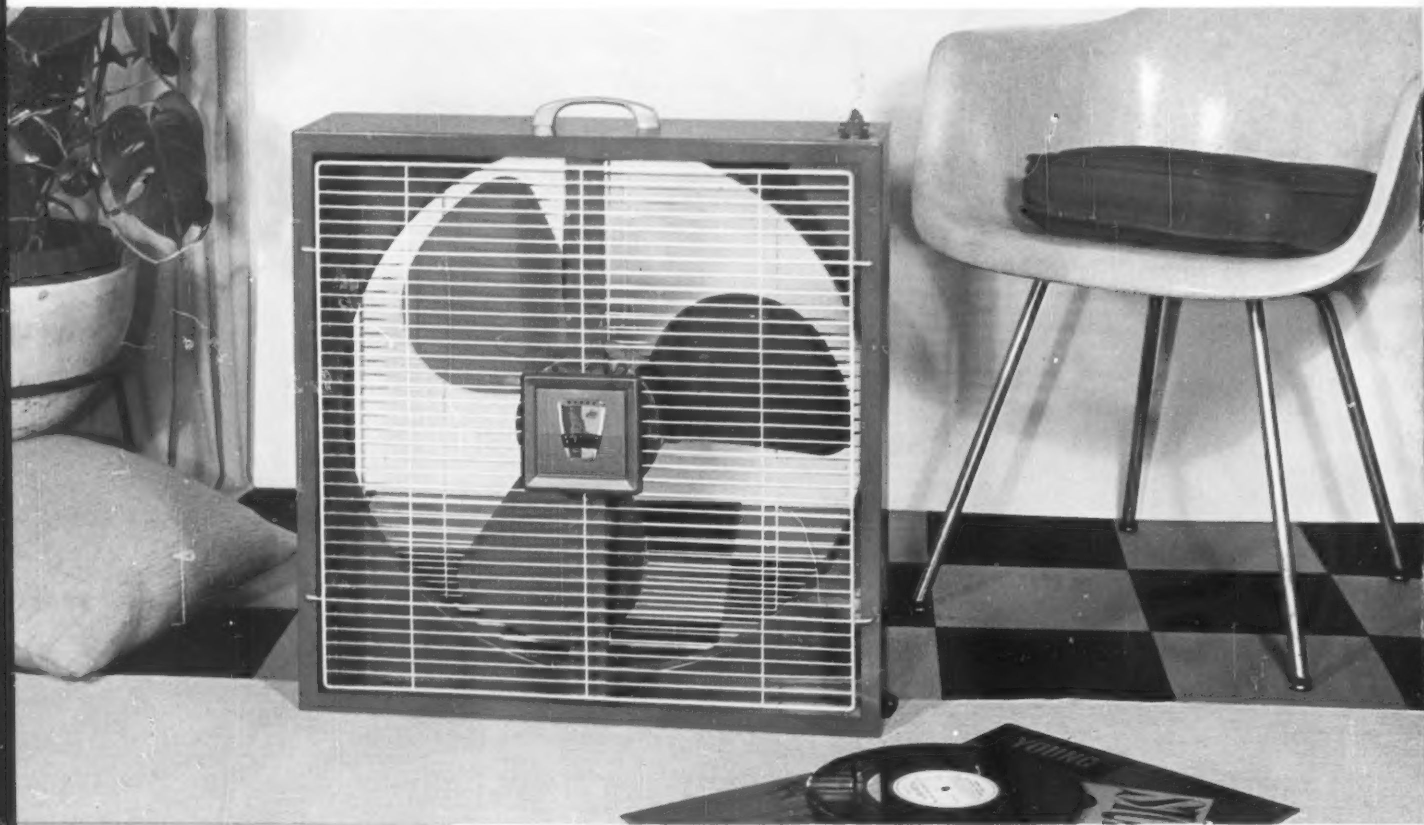
Fans will operate satisfactory on voltage 10% above or below rated voltage. Performance data subject to variation of 10% plus or minus. All data subject to change without notice.

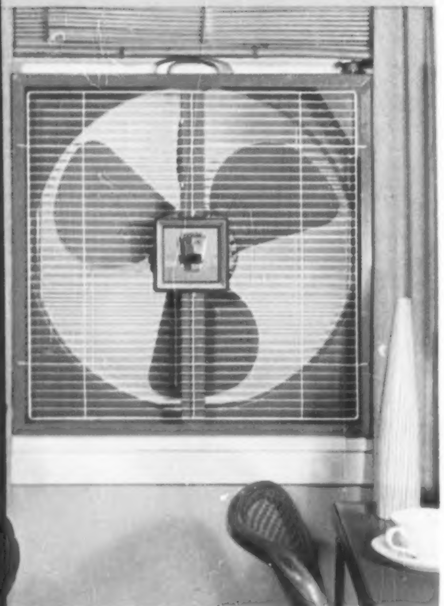
Will not interfere with radio or T.V. reception. 5-Year Guarantee.

ORIGINATORS OF THE 5 YEAR GUARANTEE

sheer comfort in...

Emerson-Electric's *family of fans*





This is the FLAIR!... *believably modern and practical ...*

This is sheer comfort at a popular price!

Portable, electrically reversible floor and window fan, with clean, contemporary styling.

Powerful capacitor motor, 20″ blades, two speeds, top-mounted controls.

Finished in medium green and white, with gold-tint trim. Window mounting bracket included, adjusts from 25″ to 38″, in width.

For 115 Volts, 60 cycles	BLADE SIZE	SPEEDS	CAPACITOR MOTOR R.P.M.	CAPACITOR MOTOR WATTS	*C.F.M.	†C.F.M.	CATALOG NO.
	20″	2	1100-850	125-75	2800-2150	3200-2350	WFPR 200

*Tested in accordance with the provisions of the Standard Code for Centrifugal and Axial Flow Fans, as established by the American Society of Heating and Ventilating Engineers, and the National Association of Fan Manufacturers. †Reading taken (Standard NEMA Test Method for Air Circulators), two feet from fan.

Fans will operate satisfactory on voltage 10% above or below rated voltage. Performance data subject to variation of 10% plus or minus. All data subject to change without notice.

Will not interfere with radio or T.V. reception. 5-Year Guarantee.

THE EMERSON ELECTRIC MFG. CO.
8100 W. Florissant Ave. • St. Louis 21, Mo.

UNIT NO. X8810 INDEX A120 (F)

LITHO IN U. S. A.

trends

REGION BY REGION

takes it all." Ranges ranged from "always good" in Charlotte to "miserable" in Miami, where builder sales of built-ins are biting increasingly bigger chunks out of the range market.

Credit problems were accounting for most of the aspirin swallowed by Southeastern dealers in the past months. Turndowns were frustratingly high (at least 10 percent of a Nashville dealer's prospects; about 20 percent for a retailer in Charlotte; 25 percent for one in Jackson). Collections were reported off in several sections.

THE SOUTH WEST

By Fred A. Greene

Plenty of reasons why business should be good in 1958, although some dealers are pessimistic—weather holds December sales to slow start

WHAT'S ahead for 1958? Here are some typical Southwestern comments:

"It will be a hard year—equal in sales but tighter profitwise and higher advertising expense."

"There will be more weeding out of appliance dealers in '58, but business should be as good as 1957."

"Very sticky and spotty. Actually, business not too bad in some areas if overhead were kept in line. Some small dealers will have to give up if this condition continues and there is conversation with larger dealers toward de-emphasizing appliances and emphasizing other products."

"Up one week, down another, but overall picture is okay."

"Not very encouraging."

With a few exceptions, utility reports are discouraging. In the Wichita Falls, Texas area of Texas Electric Service Co., October 1957 sales are less than half of the 1956 month. In TESCO's Fort Worth area, sharp decline with the biggest drop in automaic washers—over 1,000 units less than in October 1956.

On the other hand, utility reports from Central Power & Light Co. in South Texas show sizeable increases. Arkansas Power & Light reports all items increased sales for the 9-month period through October with the exception of room air conditioners and water heaters.

Trying to reach a general conclusion about the appliance sales picture is next to impossible. From personal observation, we can only suggest dealers should be a little more optimistic. Here are a few reasons why:

1. Unusually bad weather during 1957 was blamed by a good many dealers for lack of business. Certainly, 1958 can't be any worse and probably will be better. If so, there's more volume to be made.

2. There's a slow, but definite realization that profits are more important than volume and this can reflect itself in time, possibly in 1958, for most dealers.

3. More and more dealers are trimming overhead and cutting out as much service cost as possible through servicing only what they sell.

4. The heyday of costly promotions is over. This year, we expect dealers to be cautious in promotions, budgeting more carefully and working harder to get prospects themselves instead of depending on the promotional advertising to draw.

5. There's been some evidence of lower advertising budgets and going along with distributor listing ads.

6. There's a slow move on to add sideline, non-appliance items that not only draw traffic but pay off with higher margins. This will give dealers confidence to hold out for the sale at their price, not the price the customer demands.

7. Finally, dealers are waking up to the fact that business just doesn't walk into their stores. They have to personally get it, display properly and sell the prospect not on price, but on quality.

These are just some of the reasons why we believe an air of optimism should pervade. Even if these facts were not personal reflections based on personal contact with countless dealers, we are of the opinion that the Southwest is a fast growing market. Industrial works are constantly moving into the Southwest and with them come other trades people. This, alone, should bring smiles. But unless this is helped along by individual effort toward creating a satisfactory sales, there will be considerable unhappiness a year from now.

"IS A WEEK FROM FRIDAY OKAY?"

Christmas business was slow in getting started. Rain, cold weather and a delayed crop harvest got the blame. In several instances, dealer sales the first week of December were below the similar November period. Laundry equipment continued to lead the way in sales. Hi fi and television showed an increase. Portables are proving popular, but some low-end console models are being sold. Color TV is exceptionally slow in many instances, fair in others.

THE GREAT LAKES

Layoffs and unemployment in steelmaking areas hurt Christmas sales, but hi-fi and TV hold up. Detroit sales pick up somewhat

APPLIANCE sales in the Great Lakes region are clearly following the trend of a generally softening economy. The region is heavy in basic steel and metalworking activities and these industries are in a period of dullness. Work weeks have been shortened and there have been fairly extensive layoffs, particularly in the steelmaking areas of Youngstown and Warren, O., and to a lesser extent in Cleveland. In Cleveland, for example, unemployment has jumped in recent months to 30,000 compared with about 5,000 a year ago.

Figures for the first ten months show that distributor sales to dealers were considerably below those of the same period of last year in almost all categories. However, some strong trends in customer preference are pointed up in the major appliance field. Conventional refrigerator sales were off 24 percent while two-temperature refrigerators dropped only four percent. Sales of conventional ranges skidded 25 percent while built-in ranges were down only four percent. Conventional wringer washers dropped 30 percent compared with ten percent for automatic washers.

In the same ten month period, radios held within two percent of their 1956 sales mark and black and white TV chalked up a five percent gain in the Cleveland area. Of the 49,000 TV sets moved by distributors in the ten month period, 400 were color sets.

The same over-all pattern has held up in Christmas buying at the retail level, with radios, black and white TV and hi-fi holding up well while other appliances are falling well behind the seasonal levels of 1956.

The only outstanding gain for the period has been in dishwashers, which were 21 percent ahead of last year in the first ten months. One dealer said this is "because prices have dropped from the $300 range to the $180 range."

Because of the general business uncertainty and also of financing difficulties, **both dealers and distributors have been trimming inventories** to a bare working stock of appliances during this ten month period. Observers here feel, however, that

(Continued on page 34)

Announcing . . . a unique traffic-customer producer . . . backed by the biggest advertising push in the Laundry field . . . timed to *pep-up* New Year appliance selling!

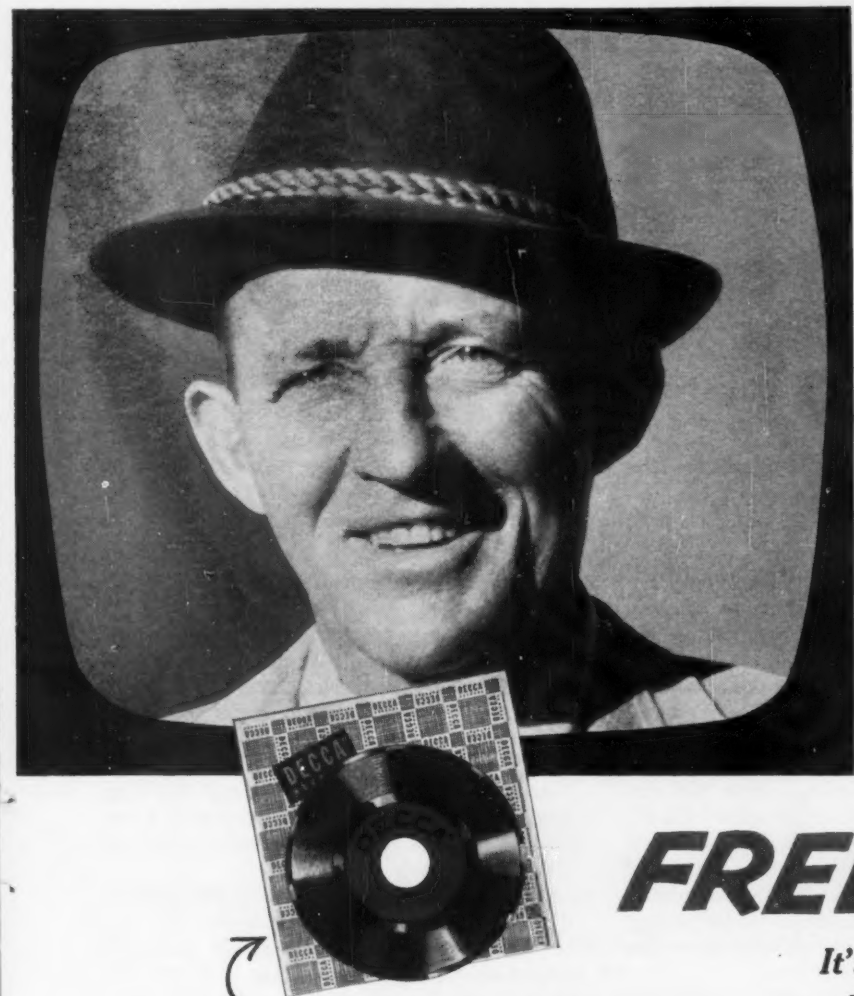
$100,000 Easy

23,000,000 Easy prospects will see this 4-color ad in over 100 "PARADE"—"THIS WEEK" and other Independent papers on Feb. 2

And when they find out they're worth their weight in gold, they'll come running! Who wouldn't, with 5,012 glittering prizes! These are prizes that will produce New Year traffic—and big business—for you!

"WORTH YOUR WEIGHT IN GOLD CONTEST"!

STARTING JAN. 12TH



BING AND HIS FRIENDS WILL BUILD ENTHUSIASM WHEN THEY ANNOUNCE EASY'S GIANT CONTEST, COAST-TO-COAST ON CBS-TV, JANUARY 12TH!

A full hour, coast-to-coast spectacular on more than 100 CBS-TV stations, starring Bing Crosby and his celebrity friends, will spread the word that EASY customers are *worth their weight in gold!* It's the EASY-sponsored "Bing and His Friends" show—the TV event that's bound to break audience records. Your business will be BIG because of it!

and

Easy wraps up this $100,000.00 promotion in a complete, sales-producing package!

Life-size Bing Crosby cutouts! Complete window displays! Co-op dealer tie-in newspaper ads! Local radio and TV spots! Signs! Postcards! Banners! Mailers! The works! You don't have to do a thing but *use them* to tie-in locally with this great, sales-building event!

GIVE THIS DECCA RECORD FREE!

. . . to all your customers who stop in to enter EASY'S Giant Contest!

FREE! BING CROSBY RECORD

It's Bing's newest pressing! 2 top tunes from Decca's new, "Around the World" album. It's a great traffic attraction!

EASY LAUNDRY APPLIANCES DIVISION • The Murray Corp. of America • Palmolive Bldg. • Chicago, Ill.

GET THE DETAILS FROM YOUR EASY DISTRIBUTOR NOW!

trends

REGION BY REGION

inventories have now been worked well into line, and the distributors particularly are looking forward to substantial gains in the early part of 1958 as new dealer stocks are built.

Dealers report that there was a good pickup in sales in November, but many say that December was disappointing. One major department store said that while radio and TV were holding up well in Christmas selling, appliances were down 20 percent from last year although they had been off only five percent in the first 11 months.

In radios, demand is centered largely in the smaller types such as portables, clock radios and transistor models.

The most significant thing about the present slow and highly competitive appliance market at the retail level is that **as volume has eased profits have eased even more.** As one dealer puts it: "It is no secret. If you don't cut your prices, cut your throat. This has been true for several years on major items; now it is true on the smaller things, too."

One store which is heavy on TV advertising and store promotion has managed to boost its volume 8 percent over last year, but its profit levels have slipped. "The only reason that volume is holding up is that we are giving better values for the customer's money", says a spokesman for this store.

As expected, the Christmas season brought an upswing in sales in Detroit, November 14 through December 14, although few managers credit an improved sales picture to seasonal gift-buying.

J. L. Hudson reports sales have increased 28 percent in this period, but this figure includes sales at the company's Northland & Eastland branch outlets. Sales at the downtown store have suffered, reportedly down 27 percent during the last two weeks of November and down 18 percent during the first two weeks of December.

Hudson's reports one direct reversal, refrigerator sales leading those of laundry equipment, top sellers for many months. Ranges however, are not keeping up with last month's or with last year's sales. Garbage disposal units, part of the company's overall kitchen-plan program, with the plan in general, have been low in sales.

Hot N' Kold dealers have enjoyed a good month, with sales "a good 20 percent above last month.

"Things have picked up considerably, and much may be credited to an improved employment situation. The Chrysler strike has been settled, and more people seem to have work, even if temporary."

A Hot N' Kold spokesman said the company has enjoyed, in addition, a successful Christmas Maytag promotion which involved a give-away of Mink scarfs. Leading in Hot N' Kold sales are the popular hi-fi units, with TV a close second. Refrigeration is also up, while range sales have remained at a level.

Crowleys, a store which reported a 12 percent decrease last month, states things are still "a little off."

Washers have slipped a surprising 30 percent, and sinks, ranges, and laundry equipment in general are not selling well. Refrigerators are selling slightly above the normal sales pattern.

"Last year, we carried through a big promotion in laundry equipment, including special offers which we've not been able to match in '57. Our failure to duplicate this to any great extent may account, in part, for disappointing sales."

TV sales at Crowleys are down 17 percent from last year, and hi-fi is also down. The store attributes this to the fact that "all the discounters are in the picture this year."

The Appliance Mart appears typical of Detroit's smaller, independent merchants, in reporting a sales increase of 20 percent. Most small outlets registered improved sales of from 15 to 25 percent.

However, small dealers remain limited as to selling range, and the December upswing is due chiefly to a general seasonal movement in TV and in hi-fi.

THE FAR WEST

By Howard J. Emerson

Improved operating methods should insure bigger profits in '58 even without increases in volume

THE outlook for 1958 in the Far West is not clear to any one observer. But, almost everyone here has an opinion. From visits with more than a hundred dealers in the Far West during the last six weeks, it appears likely that **a majority of the appliance-TV dealers in the Far West will have in 1958 one of their most profitable years.** But it won't be made on an increase in volume—because from every indication, volume will stay at about the 1957 level, 15% or so below 1956-55. The profit will come from the most concerted efforts dealers have made since 1941 to reduce their cost of doing business. The average dealer interviewed—not the 'promotional dealer' relying on volume—is conducting the soundest operation in ten years.

But that is just one observer's opinion. For a better view of 1958 in the Far West, this column requested report from the managers or presidents of the associations out here—to get the feelings of not a hundred, but of thousands of dealers. Here are the replies, by areas, alphabetically:

Arizona sees a good 1958. Says Bill Johnson, Secretary of the Appliance Merchandisers' Assn. in Phoenix, "It is anticipated by many of the dealers in our marketing area that 1958 will exceed 1957 in dollar volume and unit sales to some small extent. Distributors, for the most part, feel that their sales will be even higher. The utilities are planning on an increase in residential starts. An influx of nearly 1,000 new families each month means a great deal. The favorable outlook in Phoenix and vicinity is based a great deal upon the very successful year that dealers experienced in 1957."

Mountain states may be better in 1958. A report from Robert O. Trottier, Managing Director, Intermountain Electrical Assn. gives this view for the hundreds of dealers in that area: "We expect about the same business in 1958 as we had in 1957. The drop in building starts was one of the major factors in leveling off sales during the past year. However, laundry sales continued at a very good level. **The big headache** was in the sale of small appliances. While they were good in volume, they produced for the average dealer very little if any profit." ". . . Whether the business as a whole will be up or down when the year is over is just as debatable a question here as it is in most other localities," states Bert W. Reynolds, manager, Northern Calif. Electrical Bureau. "However, two things are certain: **A tremendous volume of appliances and television sets are** going to be sold in this market and we will not lag behind the balance of the country in 1958.

"Our utility, PG&E, is cooperating with a more ambitious advertising and promotional program in the support of coordinated electrical industry activities than ever before. The bureau is coordinating five major promotions in 1958 among the more than 1,700,000 electric customers in this area. They are:

1. A $20,000 prize drawing promotion in observance of National Electrical Week by which we hope to drive more than 100,000 potential customers into dealers stores.
2. A dishwasher promotion to be conducted in June.
3. A freezer-refrigerator promotion in July.
4. A television receiver promotion in September.
5. A laundry dryer promotion in October."

In Los Angeles, a shift in business—who will get it? Glen L. Logan, Managing Director, Electric League of Los Angeles, Inc., has this statement: "We do not see any lessening in demand for appliances, radio and television in this area for 1958. There could be a shift of where the business will be placed, however, and it will go to those distributors and dealers who make a very realistic approach and use good fundamental merchandising plans.

"In 1957 our figures in Los Angeles indicate that for the first ten months television set sales to dealers were down about 4.6%. Radio set sales showed a 12% increase over 1956. Air conditioner sales showed a 36% increase over 1956."

For the Northwest, a moderate increase in sales and profit is seen by Fred Egge, President, Northwest Appliance & Television Assn., Seattle, Wash. In looking at 1958, Mr. Egge says: "A stability and moderate increases in sales and profits make up the outlook for 1958. There should be a continuation of the more stable market as shown in 1957. However, dealers expect to have to

(Continued on page 46)

NEW FOR '58

PROMOTIONAL POWER MOWERS

☆ TWO 21" MODELS
☆ TWO 19" MODELS

ABSOLUTE ROCK BOTTOM PRICING . . . STILL

FULL MARGINS

Now you can cover the biggest part of the mower market with just 4 basic models . . . all quality designed and engineered for extra fast sales, manufactured exclusively at the Atlas Tool Factory. Top quality and prompt deliveries guaranteed.

4 *big models to choose from*

FITS IN ANY CORNER

SUPER DELUXE MODEL B275AA

GENERAL SPECIFICATIONS

Engine: 4 Cycle 2¾ H.P. Briggs & Stratton, extra large crown, lo-tone muffler, remote rewind starter, remote Briggs & Stratton Choke-A-Matic control, slip clutch.
Wheels: 8"; all steel rims.
Tires: Semi-pneumatic.
Blade: 21" pitched steel.
Cutting Height: 1½" to 3½"; five settings; wheels stay on during height adjustment.
Color: Red and Green baked-on enamel over phosphate primer.
Housing: 22"; 14 gauge steel with built-in baffles, dual ports with covers.
Handle: Atlas-Aire Stor Mower, rear mounted, folds upright for easy storage in any corner.
Trimming Edge: ½".

Model B225AA 21"
with 2¼ H.P.
Briggs-Stratton Engine

Model B175CA 19"
with 1¾ H.P.
Briggs-Stratton Engine

Model 2CA 19"
with 2 H.P.
Clinton Engine

- ABSOLUTE COMPETITIVE PRICING
- ABSOLUTE FULL MARGINS
- ABSOLUTE TOP QUALITY
- SAMPLES AT NO COST TO JOBBERS, WHOLESALERS, DISTRIBUTORS

Send for Sales Package Today!
Indicate products, your name, position, and Company

Atlas Aire

THE ATLAS TOOL & MANUFACTURING CO.

5147 Natural Bridge Blvd. Founded 1926 St. Louis 15, Mo.

Manufacturers of Power Mowers . . . Barbecue Braziers . . . Window Fans

A PARADE OF DEMONSTRATED VALUES TO HELP YOU SELL MORE ...MAKE MORE ON

UNIVERSAL Electric Housewares

INTRODUCING—

- ★ ***Exciting new products***
- ★ ***Extra-profit deals***
- ★ ***Bigger consumer values***

Again in '58 Universal starts your sales rocketing with a new, bigger-than-ever sales program. It's loaded with values to make easier selling to your customers and a bigger profit for you. Look at the following five pages ... see for yourself what an opportunity there is to start this year off BIG with Universal Electric Housewares. Then get in touch with your own Universal distributor. Don't miss a day!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

5 MORE PAGES OF EXTRA VALUES

UNIVERSAL'S BIG SPRING DEAL

GIVES YOU EXTRA PROFITS IN SPRING SALES

BUY 6 COFFEEMATICS WITH ANY 6 OTHER UNIVERSAL ELECTRIC HOUSEWARES AND...

Get this Deluxe 10-cup *Coffeematic* for only $10.00

We're dropping an extra $19.95 right into your cash register when you order your spring stock of Universal's fast moving appliances. Make your own choice as long as every dozen includes six Coffeematics. Order as many deals as you like—you make $19.95 on every one! But be sure you are stocked when Universal's big ad blast starts customers buying. Get set, Get stocked, Go with Universal.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

TURN THE PAGE for MORE!

UNIVERSAL *Coffeematic*

Only UNIVERSAL CAN GIVE YOU SUCH

NEW 8-cup chrome-on-copper

a $19.95 value at an unbelievable $14.95

For a Limited Time Only

you can offer this Coffeematic . . . the most famous name in coffeemakers at a price that has appeal for everyone. Built to full Coffeematic quality standards, it is chrome on solid copper, with the exclusive Flavor-Selector and a full eight cup capacity. It out-values any other coffeemaker on the market. Get your order in *NOW* — the supply is limited. Be sure you're stocked when the big news breaks to your consumers.

plus

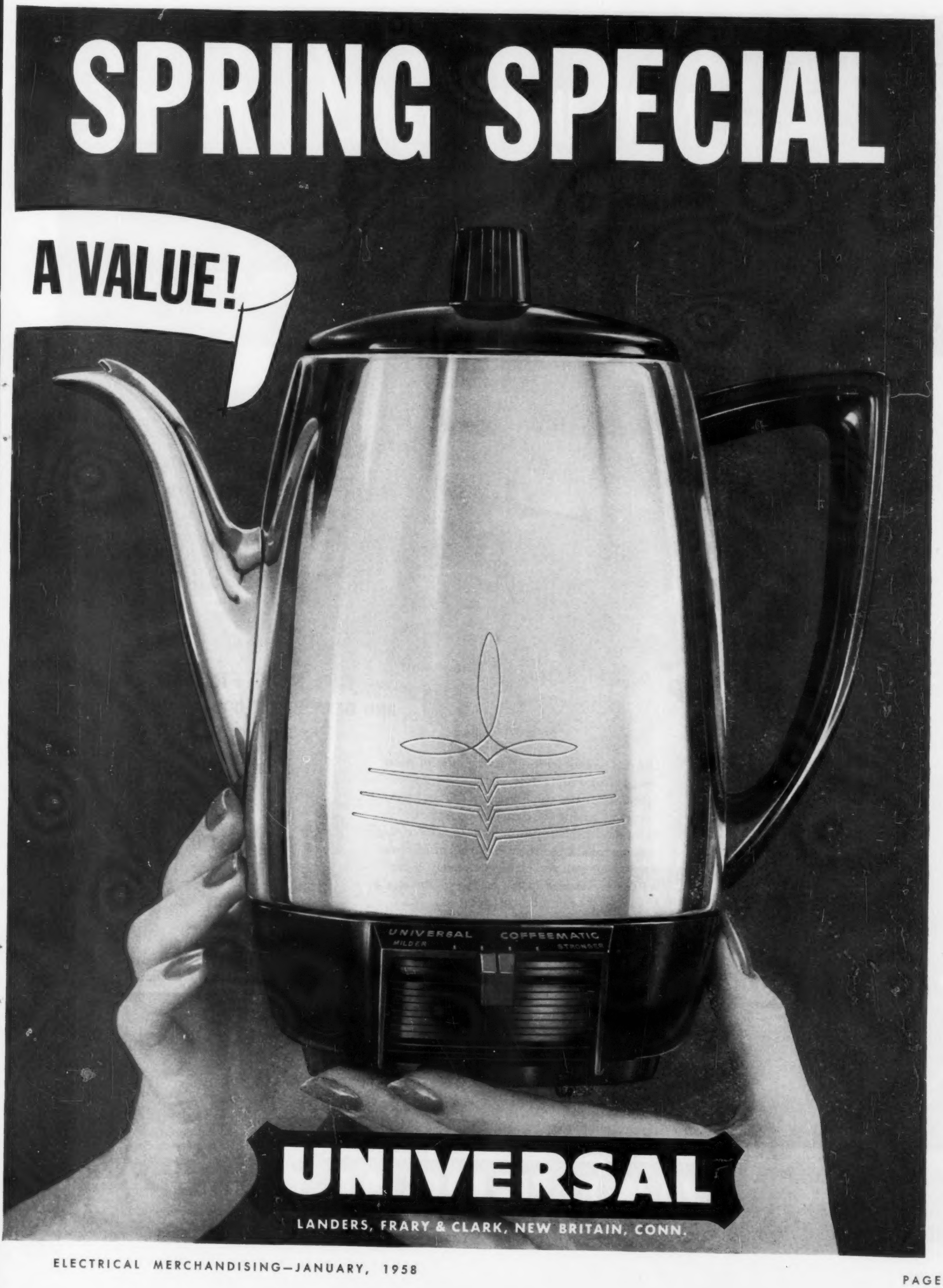
FEATURED WITH FAMOUS *Coffeematic* EXTRAS

- ★ **New Streamline Design** for modern styling
- ★ **Flavor-Selector** for any strength you choose
- ★ **Chrome-on-Copper** body for beauty and durability
- ★ **Heat-Sentinel** to keep coffee hot without increasing strength
- ★ **Speed-Perking** to make coffee faster than you can boil water
- ★ **Automatic** . . . "just set it and forget it"

TIE-IN . . . CASH IN ON THIS BIG SPRING SPECIAL ADVERTISING IN TOP NATIONAL MAGAZINES

LIFE • LOOK
SATURDAY EVENING POST
WOMAN'S DAY • SUNSET
FAMILY CIRCLE
LIVING FOR YOUNG HOMEMAKERS

TURN THE PAGE for MORE!


SPRING SPECIAL
A VALUE!
UNIVERSAL COFFEEMATIC
MILDER
STRONGER
UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

NEW UNIVERSAL *Cookamatic* FRY PAN SPECIAL

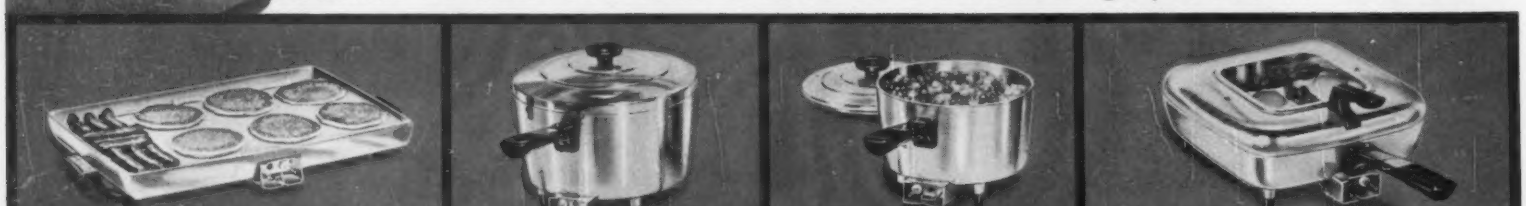
BRINGS IN SALES WITH A $3.95 SAVINGS!

BIG NEW FRYING PAN
AND DETACHABLE COOKAMATIC CONTROL
A $19.90 VALUE

Use this sensational price saving offer to boost your Spring Profits. Nationally advertised at $19.90, this extra-value special will start your customers buying the complete Cookamatic line. Extra sensitive heat control insures perfect cooking results. Detachable Cookamatic Control lets you wash all appliances completely under water. Get stocked up and ready for Universal's big ad push behind this special.

for only $15.95

IT'S A SELF STARTER TO SELL THE WHOLE LINE OF UNIVERSAL *Cookamatic* APPLIANCES



Griddle | 5-qt. Saucepan | 3-qt. Saucepan | DeLuxe Frying Pan

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

VM 'SALEABILITY'

means new and greater sales volume for you!... V-M consumer demand is now greater than ever!... V-M products sell and sell steadily because V-M means pride of ownership to your customers. They know the prestige that goes with owning the finest quality high-fidelity! You know the profit that goes with handling such a prestige line!

The 'CELESTE'
Blonde or Mahogany
$275.00*

WORLD'S MOST BEAUTIFUL HIGH-FIDELITY TAPE RECORDER! All-new Model 750 PLAYS *BOTH* STACKED AND STAGGERED STEREO TAPES! 3-WAY SPEAKER SYSTEM! PUSH-BUTTON CONTROLS! Now you can break all previous tape-recorder sales records! Records and plays back monaurally as well.

The fabulous 'FIDELIS'®
Blonde or Mahogany
$159.95*
Walnut or Ebony a bit higher.

MAGNIFICENT HIGH-FIDELITY TABLE MODEL PHONO! 4-WAY SPEAKER SYSTEM! 4-SPEED 'SUPER-FIDELIS' AUTOMATIC RECORD CHANGER! STEREOPHONIC JACK! One of the most popular models in the V-M line. Available in four finishes.

SELL ONE...SELL ALL...SELL THE FULL V-M LINE!

*Slightly higher in the West

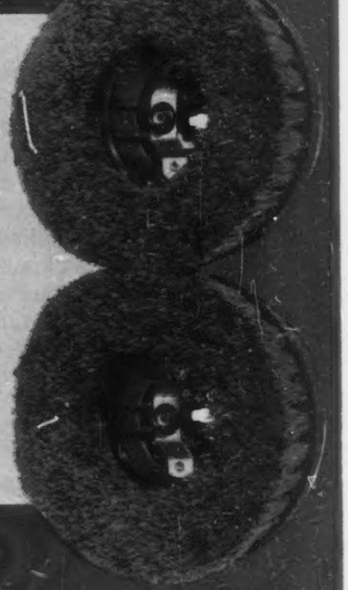
For a "new lease on profit" STOCK V-M NOW!

the Voice of Music®
V-M CORPORATION — BENTON HARBOR, MICHIGAN

see for yourself at the Chicago Show!

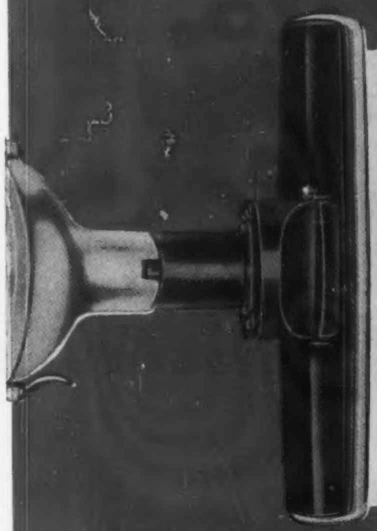
great news from REGINA first in floor care

NEW '58 REGINA CUSTOM 400 TWIN-BRUSH POLISHER and SCRUBBER



america's best polisher—now better than ever

Better-than-ever brushes, motor, ventilating system, bumpers. PLUS the right weight, speed and brushes to do the job right! Beautiful new design in driftwood and copper tones. Regina keeps way ahead, as always!



NEW '58 REGINA 600 Electrikbroom

world's easiest way to clean—now even easier

This unique lightweight vacuum cleaner is the talk of women across the country! Used daily in thousands and thousands of homes, hotels, motels. The news — larger filter area, roomier new-shape dirt cup that's a snap to remove, empty, replace. Stunningly streamlined.

Use this coupon if you can't get to Chicago

Most wanted polisher for larger homes, stores, institutions!

REGINA ***Model A***
Twin-Brush 16" Floor Machine

21 inch spread giant — the leader, proven in performance with America's greatest companies!

REGINA ***Model E***
Twin-Brush Heavy-Duty Floor Machine

MADE BY THE WORLD'S LARGEST MANUFACTURER OF TWIN-BRUSH POLISHER-SCRUBBERS . . . IN THE WORLD'S MOST MODERN PLANT FOR FLOOR APPLIANCES!

THE REGINA CORP., 11 Regina Avenue, Rahway, N. J.

I am interested in:

- ______Custom 400 Polisher and Scrubber
- ______C 4 Chrome Polisher and Scrubber
- ______Rug cleaning attachment for Custom 400
- ______Reconditioning Kit for Custom 400
- ______Electrikbroom — Model 600
- ______Model A Twin-Brush Floor Machine
- ______Reconditioning Kit for Model A
- ______Model E Heavy-Duty Floor Machine

Please send:

- ______Name and address of distributor for my territory
- ______Regina Dealer helps

STORE NAME______

ADDRESS______

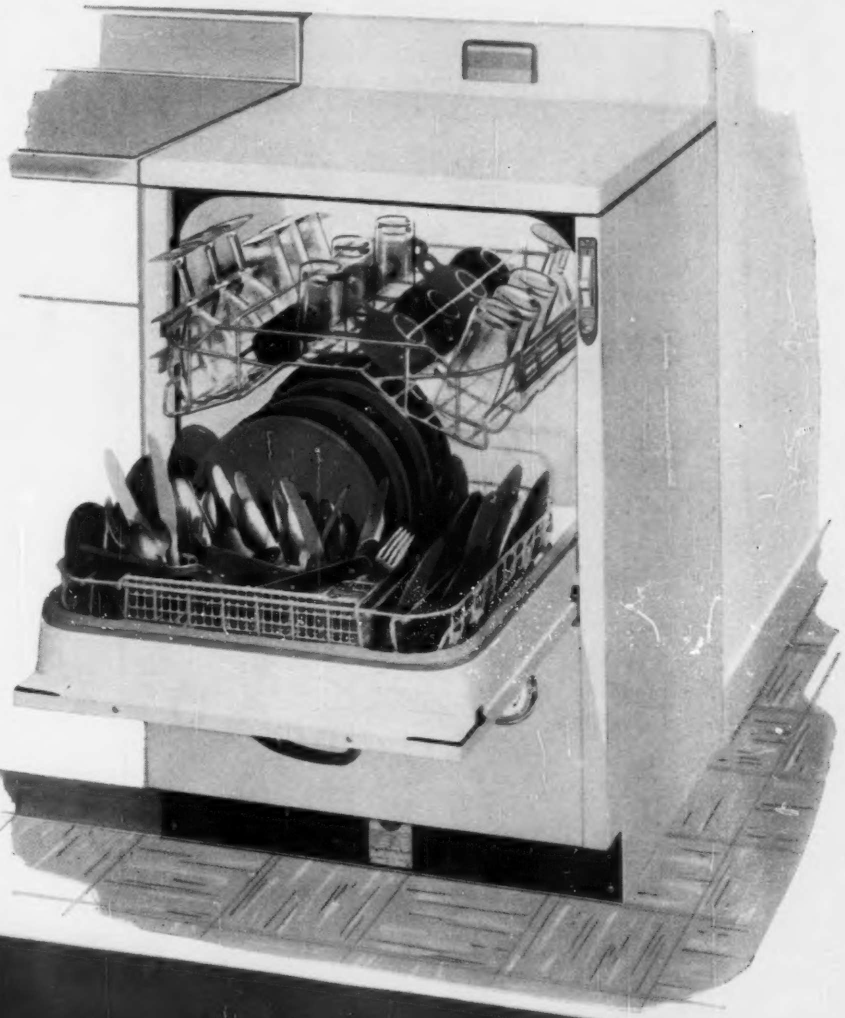
CITY______ZONE______STATE______

SIGNED______

IN CANADA: Switson Industries, Welland, Ontario

See why the country's sold on Regina, at the CHICAGO HOUSEWARES SHOW
Navy Pier, January 16-23 • Space Nos. 408, 410, 412

The KitchenAid Automatic Dishwasher



Your customers get: Features: New Timed Spray Cycle that clears plumbing lines of cold water and warms up dishwasher interior before washing action starts...Hobart exclusive revolving wash action that covers every inch of the spacious wash chamber, power-washing and power-rinsing with the industry's most effective water-pattern ...separately powered blower-fan for completely "hospital-clean" drying...unique dual-strainer system...self-cleaning circular sump...separately sliding, spacious, cushion-coated racks with five-compartment silver basket and detergent cup.

A choice of eight models including undercounter, free-standing, sink-dishwasher combination, counter-height or portable with a choice of gravity drain or automatic pump-drain. (There are no plumbing problems with KitchenAid.)

The KitchenAid undercounter model offers a choice of front finishes including Antique Copper, Stainless Steel or a choice of colors by special arrangement. The counter-height model is available in stainless or copper. All models can be had in all-white enamel.

Dealer records show that service calls on KitchenAid dishwashers are less than 1%.
That makes a difference in your profits!

Aid®

ARE SALES FEATURES:

See all KitchenAid products in our permanent display headquarters in the Merchandise Mart, and at the NAHB, Booths 446-447, Sherman Hotel, Chicago, Jan. 19-23. See KitchenAid Electric Housewares, Booths 197-199, National Housewares Show, Navy Pier, Chicago, Jan. 16-23.

KitchenAid®

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

The Finest Made...by Hobart

For information, write Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. On food preparer and coffee mill, address inquiry to KitchenAid Electric Housewares Division; on dishwashers, address KitchenAid Home Dishwasher Division. In Canada, write 175 George St., Toronto 2.

trends
REGION BY REGION

(continued)

watch their overhead much more closely than ever before. . ."

Looking back at 1957, Mr. Egge states, "Customers are reacting more favorably to better follow-up and servicing methods by established dealers and are showing willingness to forego public prices for this added service."

The Mountain States should be good in 1958. Ralph Hubbard, Manager, Rocky Mountain Electrical League, Denver, Colo, asked a meeting of distributors, "What is the outlook for 1958?" Out of 27 distributors questioned, one reported that 1958 would be fair, four reported 1958 as fair to good, 16 reported that 1958 would be good, and 6 reported that 1958 should be excellent. The Denver-Rocky Mountain area looks with optimism towards 1958 because of many new industrial operations. Denver's metropolitan area is still growing at the rate of 3,000 people per month, with its present population estimated at nearly 800,000 people.

Steady business is seen in the San Joaquin Valley of Calif. A report from Robert A. Moore, Supervisor, Residential Sales div., Sacramento Utility Municipal District, speaking for the Sacramento Valley Electric League, has this to say: "The outlook for 1958 is for no boom but for a steady business at the level that most dealers have experienced in the latter part of 1957. Steady government employment (Sacramento is the California State capital) plus government employment at Aerojet General, Douglas and other industries gives every indication that the year will be one of expanded sales. A housing administration in this area anticipates that between 7,000 and 7,500 new families will enter the Sacramento area during the coming year.

San Diego dealers expect to compete with discounters. From J. Clark Chamberlain, Secretary-Manager, Bureau of Home Appliances of San Diego County comes the following comment: "We expect to see some dealers continue adjusting methods to successfully compete with discount operations, but the year ahead will be a tough one. Looking back at 1957, one of the brightest points in local appliance-TV merchandising was the tremendous interest and buying activity shown late in the year.

Southern Arizona? R. G. Cox, Manager of the Tucson Appliance Merchandisers' Association, Tucson, Arizona offers this comment on appliance-TV business in that area. Members of the Tucson Appliance Merchandisers' Assn. look toward 1958 with this comment, 'I hope I do as well as in 1957'. Local factors make the picture in that area not as bright as many would like to see it. *End*

"There are a lot of Hotpoint differences... and they add up to More Security and More Profits for all dealers."

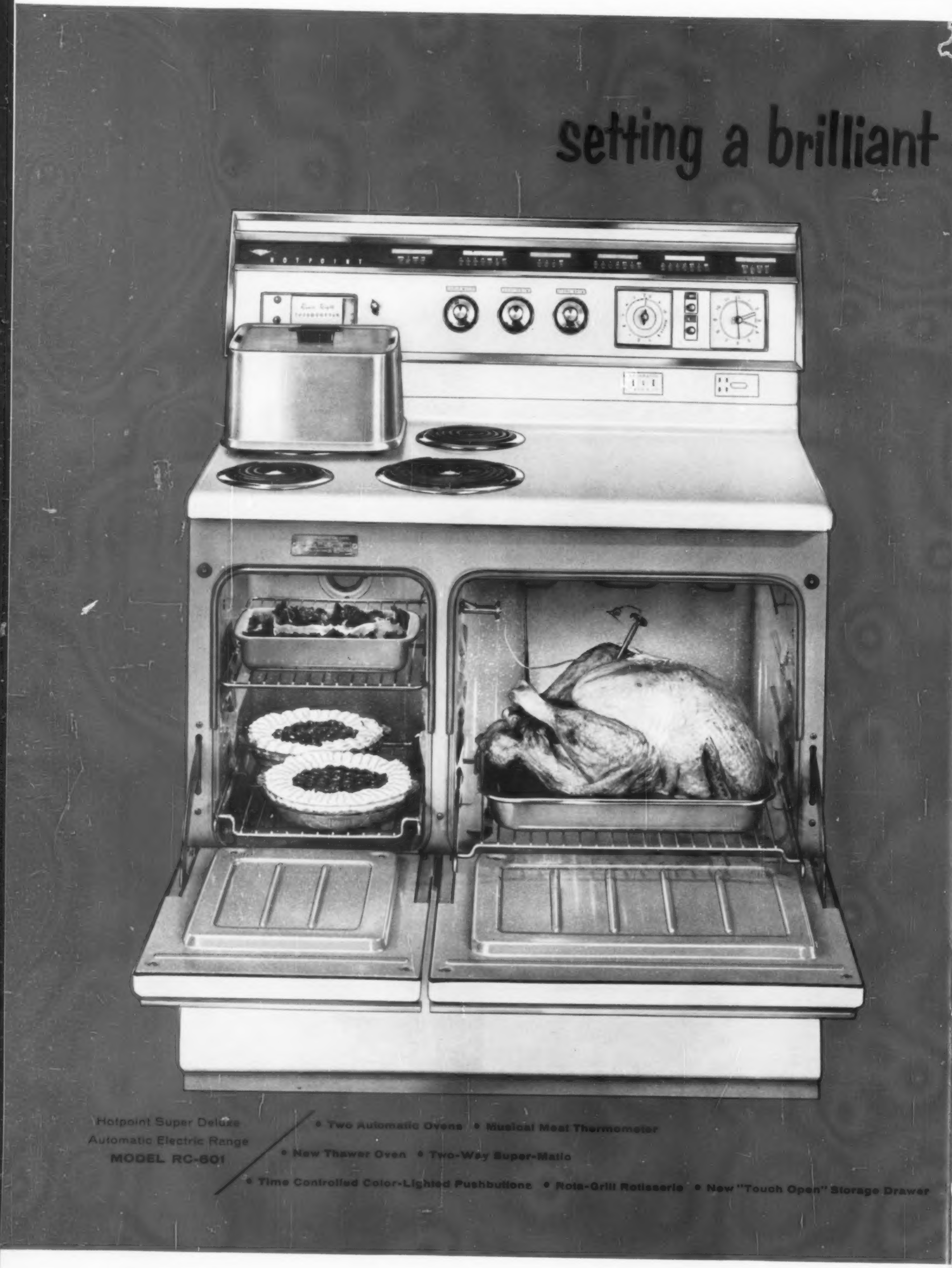
"The keystone of Hotpoint's dealer program is product superiority. We call this superiority the Hotpoint Difference.

"On the following pages, you'll see the great new Hotpoint Line for 1958. You'll see that there are a lot of Hotpoint Differences—exclusive, years-ahead features—matchless quality throughout—beautiful, clean-line styling—top consumer values in all price ranges—sell-up profits for the dealer—and many others.

"The men who have seen the Hotpoint Line tell us it's the greatest line of appliances in America. After you've read the following pages, I think that you will agree."

J. F. McDaniel

Manager of Sales and Distribution.
Hotpoint Co. (A Division of General Electric Company)
5600 West Taylor St., Chicago 44, Illinois



setting a brilliant
HOTPOINT
Hotpoint Super Deluxe
Automatic Electric Range
MODEL RC-601
• Two Automatic Ovens • Musical Meat Thermometer
• New Thawer Oven • Two-Way Super-Matic
• Time Controlled Color-Lighted Pushbuttons • Rota-Grill Rotisserie • New "Touch Open" Storage Drawer

new pace in Automaticity...

the Hotpoint difference in Automatic Electric Ranges

Four of the eight magnificently new, completely automatic Hotpoint Electric Ranges for 1958 are pictured here. In Hotpoint's pace-setting line, there are five 39-inch models and three 30-inch models.

Each is lavishly appointed with the dramatic automatic features that create the Hotpoint Difference—and the CLEAN-LINE styling speaks for itself!

Available in Classic White and Colortones

sunburst yellow	**coral pink**
woodland brown	**meadow green**

NEW Thawer Oven
thaws frozen foods faster, right in their packages. Doubles as baking unit.

NEW Touch Open Storage Drawer
glides open in response to a touch of the toe or hand. Extra large for extra convenience.

EXCLUSIVE Musical Meat Thermometer
it plays an appropriate tune—"Tenderly"—when the roast or fowl is done just right.

NEW Time-Controlled Pushbuttons
color-lighted to indicate the heat pattern in use. "T" button adds automatic timing.

NEW Twin-Glo Vertical Broiler
Twin Calrod® units broil almost twice as fast with thermostatically-controlled heat.

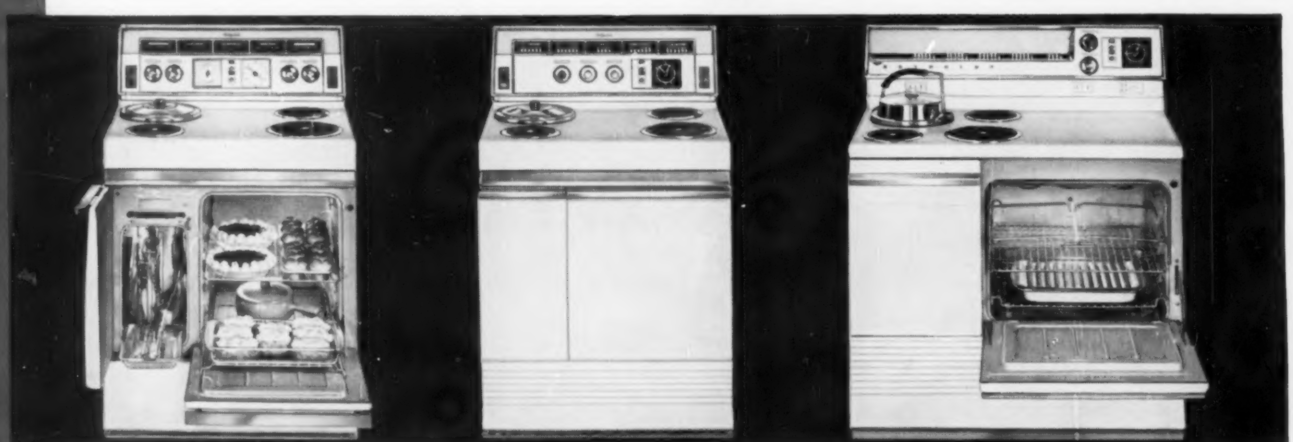
EXCLUSIVE Rota-Grill Rotisserie
for back yard barbecues indoors the year 'round. Holds 18-lb. ham, 15-lb. rolled roast.

NEW Wider Super Oven
21 inches wide! The new "air cushion" insulation principle keeps kitchens cooler.

LOOK FOR THAT

Hotpoint

DIFFERENCE! (your customers do!)



Hotpoint Super Deluxe Super-30 Automatic Electric Range
MODEL RB-601

Hotpoint Deluxe Super-30 Automatic Electric Range
MODEL RB-301

Hotpoint Deluxe Automatic Electric Range
MODEL RC-401

Hotpoint Two-Door
Refrigerator-Freezer
MODEL 8EW12

a 3-way home laundry in One unit...

the Hotpoint difference in COMBO washer-dryers

Here's the space-saving, labor-saving Home Laundry Center with completely automatic flexibility. The versatile new Hotpoint COMBO is a Washer only . . . or a Dryer only . . . or a Washer-Dryer Combination that washes and dries the clothes in one continuous operation, then shuts itself off!

LOOK FOR THAT

Hotpoint

DIFFERENCE! (your customers do!)

Two Separate Washing Cycles
Normal Cycle for regular loads; Delicate Cycle for synthetics.

Color-Lighted Pushbutton Controls
Fingertip selection of wash and rinse temperature, drying heats.

Pre-Selection of Wash Times
Set desired wash time before cycle begins. No waiting.

Pre-Selection of Drying Heats
Choose one of four pushbutton temperatures including Tumble Only.

Six Porcelain Fluf-Fins
Greater number of fins provides more efficiency during entire cycle.

Wonder Heater
Turn on this booster heater if water supply is not hot enough.

Plus

• Porcelain Drum and Chassis • Porcelain Top • Master Control Switch • See-Thru Port • Vent-Free Drying • 360 RPM Spin • Safety Door Switch • Built-in Motor Protection • Sealed Calrod® Heating Units • available in classic white and colortones • coral pink • sunburst yellow • meadow green • woodland brown.

Hotpoint Super Deluxe Pair

Wonderinse Washer
MODEL LWW45

Sealed Chamber Dryer
MODEL LC45

offering

a new world

of convenience...

the Hotpoint difference in

AUTOMATIC HOME LAUNDRIES

Hotpoint Home Laundry has created a whole new world of automatic convenience and performance superiority with the industry's most advanced engineering achievements.

The new line of Hotpoint Washers and Dryers provides a wide selection of models, features, and Style-Matched Pairs. And the beauty of CLEAN-LINE styling adds a final touch of elegance that visibly identifies Hotpoint as the truly outstanding Home Laundry Line for 1958.

NEW Coaxial Transmission
provides smoother, quieter, more efficient operation!

EXCLUSIVE All-Porcelain—Inside and Out
on all Hotpoint Washers! Outlasts all other finishes.

NEW Drying Flexibility
Precision Electric Timer, Pushbutton control of 4 heats, plus tumble only!

NEW Toe-Touch Door Opener
on all Hotpoint Dryers! Leaves both hands free.

NEW Air-Freshener Drying
tablet gives clothes a pine-scented, outdoor smell!

EXCLUSIVE Calrod® Heating Units
dependable constant heat at any drying temperature!

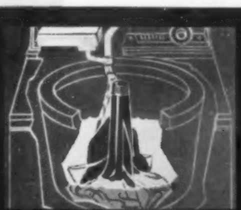
Available in Classic White and Colortones

coral pink sunburst yellow
meadow green woodland brown

LOOK FOR THAT

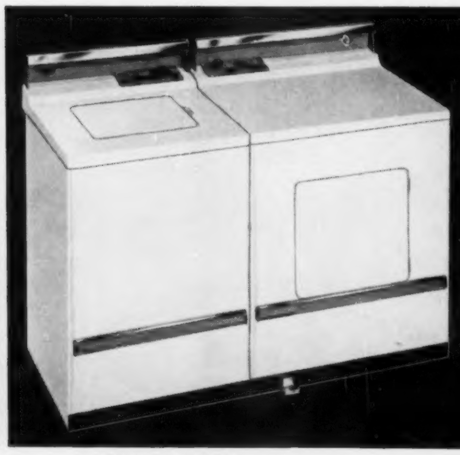
Hotpoint

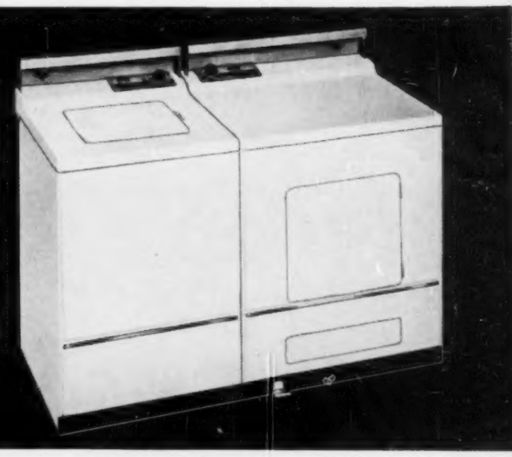
DIFFERENCE! *(your customers do!)*



Wonderinse Automatic Rinse Injector
conditions clothes with fabric softener injected into final rinse—automatically!

Full-Time Lint Filter
completely automatic built-in filter works full time during washing and rinsing!





Hotpoint Deluxe Pushbutton Washer
MODEL LW44

Hotpoint Deluxe Sealed Chamber Dryer
MODEL LC44

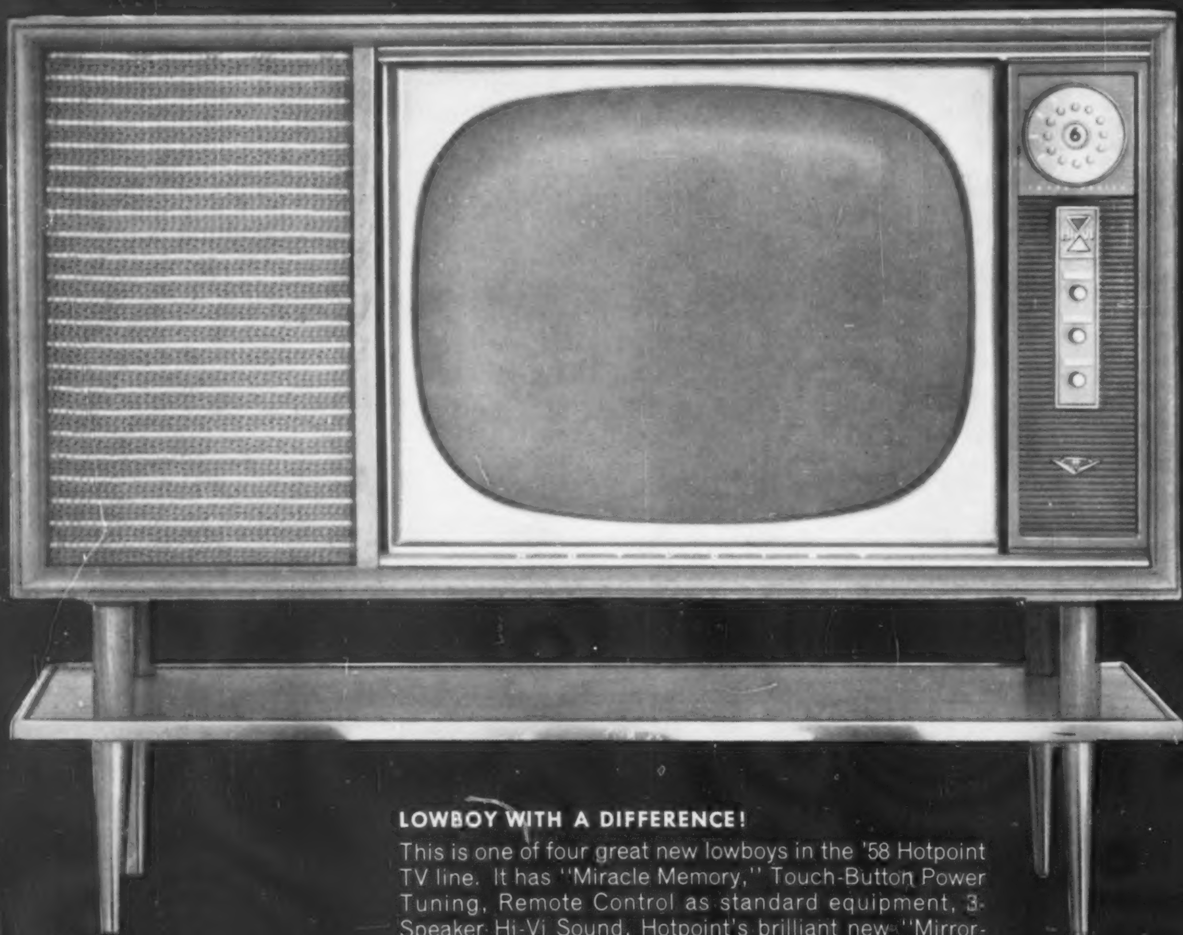
Hotpoint Automatic Pushbutton Washer
MODEL LW43

Hotpoint Automatic Air Blower Dryer
MODEL LB43

From unique and distinctive advertising, to the new Slender Profile, to the longest list of selling features in the business, Hotpoint Hi-Vi TV gives you differences that are making sales for dealers in spectacular numbers!

...and the big difference in the TV picture..

is



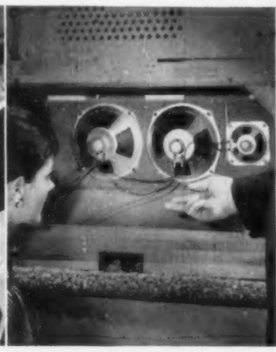
LOWBOY WITH A DIFFERENCE!
This is one of four great new lowboys in the '58 Hotpoint TV line. It has "Miracle Memory," Touch-Button Power Tuning, Remote Control as standard equipment, 3-Speaker Hi-Vi Sound, Hotpoint's brilliant new "Mirror-beam" 110° Picture Tube, and Powertronic Chassis. Elegant and tasteful styling makes this Hotpoint Lowboy one of the classics of the TV industry. (262 square inches viewable picture area.) Shown: Model 21S606.

e..

is

Show them these Hotpoint differences... they're the differences that make the sale!

New 110° "Mirrorbeam" Picture Tube is used in all Hotpoint Portables, Table Models, and Consoles. It's inches shorter, cuts up to a third from depth of new Hotpoint Slender Profile TV.



Three matched Hi-Vi Speakers in most console and lowboy models produce thrilling, rich sound. Makes a big difference you can demonstrate by comparing with conventional TV.

"Miracle Memory" brings in channels already fine-tuned on all '58 Hotpoint Power Tuning Models. What a difference from old-fashioned "fiddle-with-the-focus" TV!

Remote Control is standard equipment on Hotpoint Power Tuning Consoles and Lowboys, optional with Power Tuning Table Models. The big difference is extra convenience.

New Powertronic Chassis in Hotpoint Table Models and Consoles gets channels stronger and clearer than ever, makes a big difference in fringe areas and on weak channels.

Hotpoint Hi·Vi TV

THE NEW SLEEK, SLENDER PROFILE FOR '58

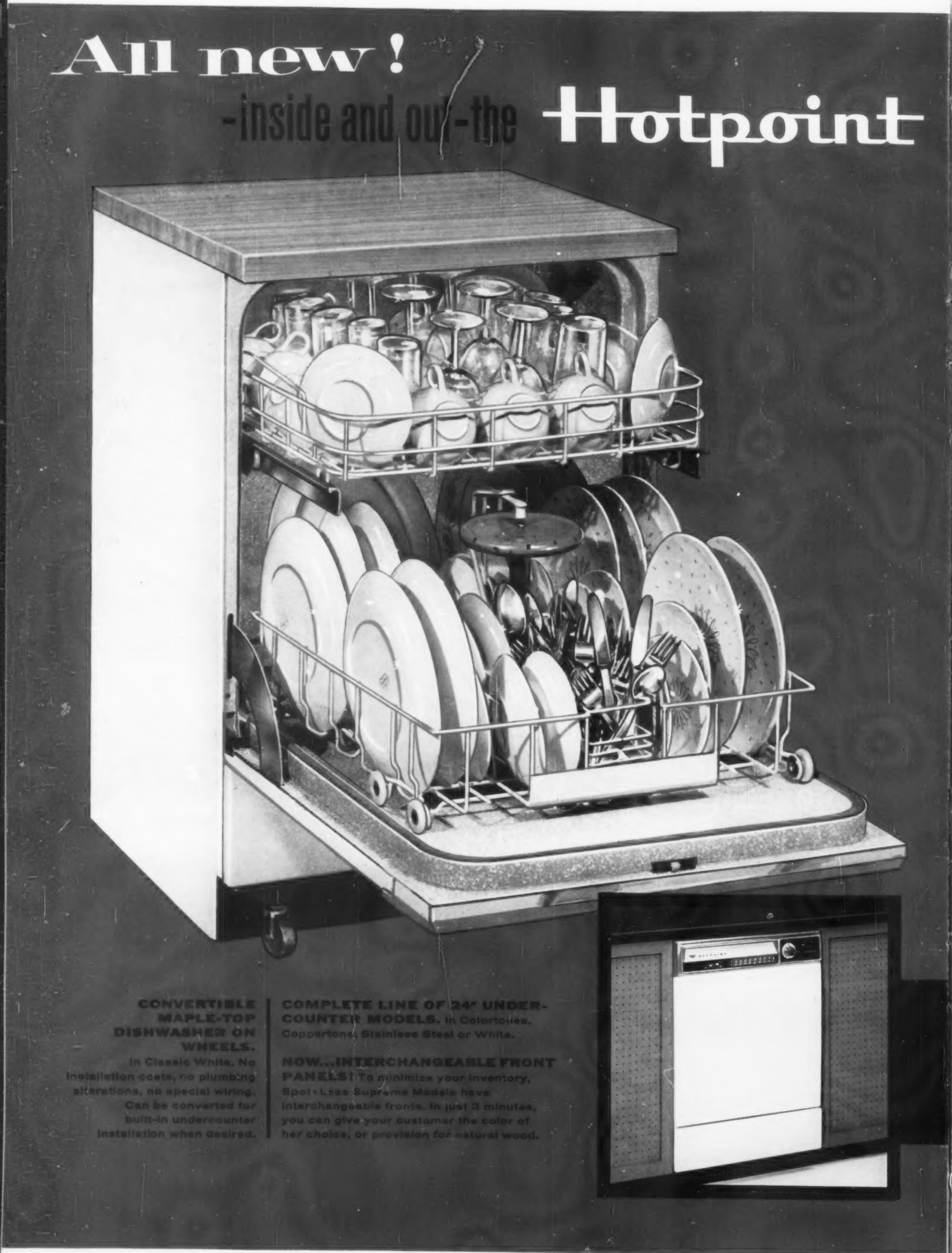
Up to one-third less cabinet depth in Hotpoint's Slender Profile TV because new "Mirrorbeam" 110° Picture Tube is inches shorter. Makes a big difference in space required, gives Hotpoint Hi-Vi TV the look of fine furniture.

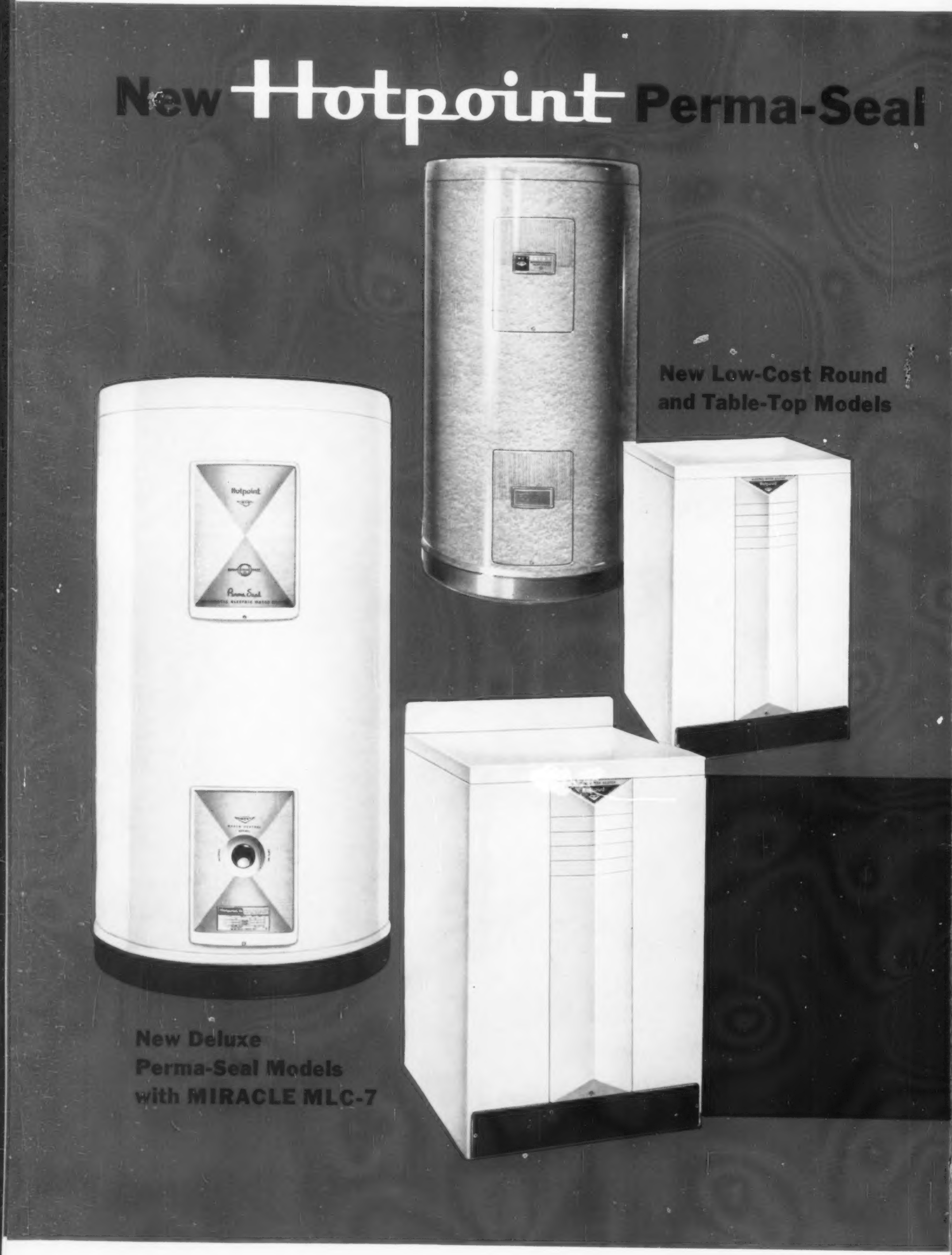
Chosen for the Triennale exhibit in Milan, Italy, this smart Hotpoint Portable won international acclaim for good design. (108 square inches viewable picture area.) Shown: Model 14S206.

Swivel-Base Hotpoint step-up Console with 3-speaker Hi-Vi sound. Handsome cabinet is only 15¾" deep! (262 square inches viewable picture area.) Shown: Model 21S508.

De Luxe Table Model has front speaker, "Miracle Memory," Power Tuning, optional Remote Control, Mahogany or Light Oak finish. (262 square inches viewable picture area.) Shown: Model 21S455.

Hotpoint Co. • A Division of General Electric Company • 5600 West Taylor Street, Chicago 44, Illinois


All new!
-inside and out-the Hotpoint
CONVERTIBLE MAPLE-TOP DISHWASHER ON WHEELS.
In Classic White. No installation costs, no plumbing alterations, no special wiring. Can be converted for built-in undercounter installation when desired.
COMPLETE LINE OF 24" UNDER-COUNTER MODELS. In Colortones, Coppertone, Stainless Steel or White.
NOW...INTERCHANGEABLE FRONT PANELS! To minimize your inventory, Spot-Less Supreme Models have interchangeable fronts. In just 3 minutes, you can give your customer the color of her choice, or provision for natural wood.


New Hotpoint Perma-Seal
New Low-Cost Round
and Table-Top Models
New Deluxe
Perma-Seal Models
with MIRACLE MLC-7

electric Water Heaters offer

Triple-tank protection

1. New Miracle MLC-7: Exclusive new chemical compound coats bottom of every Perma-Seal tank, neutralizes rust-inducing properties of water. This exclusive Hotpoint discovery can lengthen the life of tank as much as 200%.

2. Extra-thick tanks. Hotpoint tank steel is thicker than a stack of three 25-cent pieces—so thick that a bullet from a powerful 44-calibre Magnum failed to penetrate it.

3. Hot-dip galvanizing. Hotpoint tanks, complete except for bottoms, are immersed in molten zinc. Hot-dip galvanized bottoms are then pressure-fitted and sealed a full inch below the water line.

Deluxe models have new MAGIC CONTROL. This insures constant supply of hot water at the right temperature for every purpose. Dial "NORMAL" for everyday needs. Dial "EXTRA HOT" for hotter water to supply your family plus a house-full of guests. Dial "VACATION" to store hot water at small operating cost while you're away.

All models feature Calrod® Magic Circle Heat—Automatic Thermostats . . . Cold Water Baffle . . . Extra-thick Insulation.

Hotpoint has the *right water heater* for every need . . . deluxe Perma-Seal round and table-top models, low-cost round Silver Line models, low-cost table-top models, Quick-Recovery Super-Speed models, and cement-lined Perma-Stone models.

Guaranteed Tank Protection for 10 Years!

In 1,500,000 homes, Hotpoint-built water heaters have proved their superiority. In 40 years, only 3 out of every 1,000 have ever required servicing. Now they're better than ever!

On every woman's "Wanted" list . . .

Hotpoint DISPOSALL®

FOOD WASTE DISPOSERS

Hotpoint Disposalls are the finest in the industry!

- **They're superior in operation**—because of their thorough grinding, their jam-free construction, and their long life.
- **They're the quietest of all**—because of their special sound-deadening water seal.
- **They're the easiest to install**—because plumbers helped design them.

These are just a few of the reasons why Hotpoint Disposall sales are soaring!

Continuous-Feed
Model MW11

Custom Switch-Top
Model MW12

LOOK FOR THAT Hotpoint DIFFERENCE!

(your customers do!)

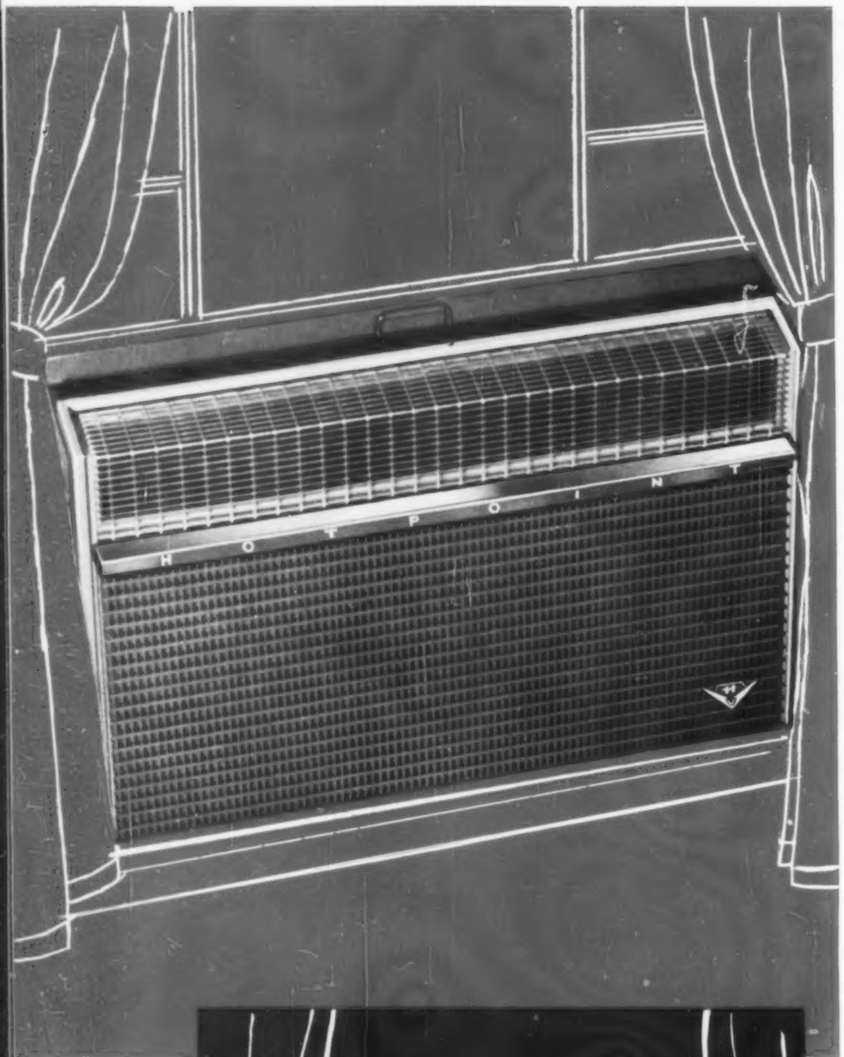
Greater

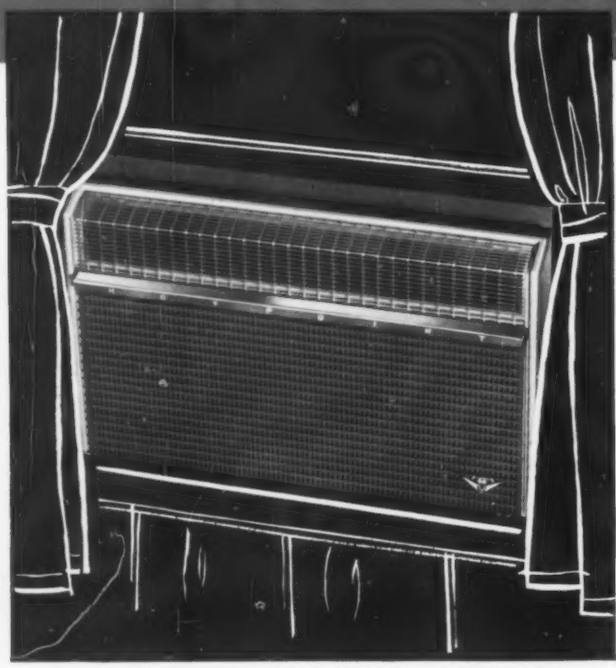
Power

5-Minute

Installation

...the Hotpoint difference in Air Conditioners





NEW PORTABLE MODEL

...from carton to cooling in just 5 minutes!

The new POWER + PLUS portable air conditioner is a dramatic example of that Hotpoint Difference.

This revolutionary model is about ½ the size, ½ the weight of most other 1 hp units. It installs easily *without tools* . . . moves easily . . . stores easily . . . doubles as a dehumidifier!

Ideal for 5-minute do-it-yourself installation, and for families who want to take their comfort with them to the summer cottage. Available in two 1 hp, 115 volt models—7½ amp or 12 amp.

NEW POWER + PLUS HOME AIR CONDITIONERS

For multi-room cooling, it's the strikingly new Hotpoint POWER + PLUS Home Air Conditioner. Just 17⅛" high, 24 1/16" wide and 25¾" deep, this tiny powerhouse features high velocity blowers that provide complete air stream circulation through several rooms. Three models available: 1½ hp, 12 amp, 115 volt plug-in model; a 2 hp, 230 volt model; and a *super* 230 volt with tremendous capacity, designed to cool stores, offices, and larger homes.

See the Hotpoint difference in the entire 1958 Air Conditioner line, including

wind-o-slim	**Regency 200**
Sill-O-Ette	**Compact**

"Silent-Circulator" Fan	"Master-Mind" Control Panel	Permanent Electrostatic Filter	All Direction Cooling
Hotpoint's fan type blower plus wheel type blower eliminates annoying air noises.	Push a button to cool with or without outside air—to ventilate—or to exhaust stale air.	Traps dust, dirt, pollen, other impurities, rinses clean with water—never needs replacing.	Two-way fingertip control directs the air up, down, right, left—or even in combinations.

LOOK FOR THAT **Hotpoint** DIFFERENCE!

(your customers do!)

Speed and Versatility

keynote the Hotpoint difference in the Electronic Cooking Center

Hotpoint's inspired Electronic Cooking Center is so advanced it makes *today* seem old-fashioned. Yet, for all of its rich beauty and awe-inspiring cooking speed, it is down-to-earth in practicality, versatility, and ease of operation.

It takes much less than a minute to demonstrate—to *prove*—its amazing speed and simplicity. Imagine the pulling-power of a unit that cooks in *minutes*, instead of hours . . . *seconds*, instead of minutes!

The Hotpoint Electronic Cooking Center will help you set new records in store traffic. And the big-ticket, big-margin sales will do the same for your profits!

The Electronic Compartment

Cooks five to ten times faster than ordinary methods, through the modern miracle of microwaves. Only the food gets hot, as it absorbs energy radiated by the magnetron tube. Non-reflective cooking utensils—and the kitchen—remain cool!

All-Calrod® Companion Oven

Bakes, browns and broils. While the balance of the meal is cooking in the Electronic Compartment, meat, fish or fowl can be quick-broiled in the Companion Oven. Broils twelve steaks to perfection in 10 minutes!

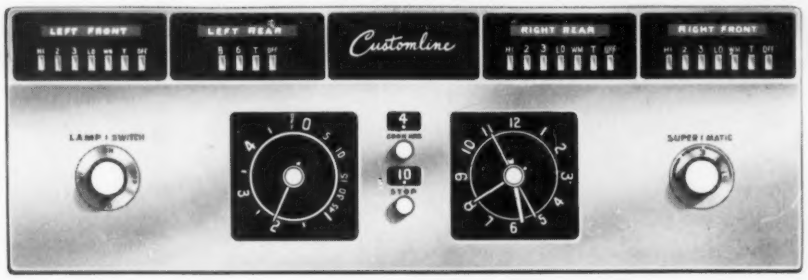
Can be sold as a free-standing unit or as a built-in

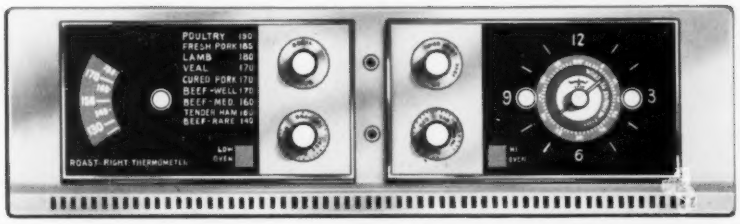
LOOK FOR THAT

Hotpoint

DIFFERENCE! (your customers do!)

This de luxe Hotpoint Customline kitchen features the BI-LEVEL oven that requires no more wall width than a single oven . . . 30" stack-on surface section with automatic time and temperature control . . . and matching built-in refrigerator and freezer.





Years-ahead features and styling make the Hotpoint Difference in Built-ins!

For 1958, the famous Hotpoint Customline is greater than ever—thanks to far-sighted engineering improvements and advanced styling.

You can offer 4 ovens to satisfy every customer—from the one who wants the best, to the one who is economy-minded. There are three 4-unit surface cooking sections, two 2-unit sections, a giant Coffee-Perk, and a plug-in Golden Griddle—all of them offering a wealth of superlative features. And there are built-in Refrigerators and Freezers that actually cost less than many free-standing models.

Make the most out of the big built-in boom in 1958 with the years-ahead Hotpoint Customline. Available in 4 Colortones, Coppertone, and Stainless Finish. Get the complete Customline story from your Hotpoint Distributor today!

Women love

These Hotpoint Oven features . . .

- Roast-Right Thermometer that automatically tells when meat is done.
- Rota-Grill Rotisserie that brings outdoor barbecue treats into the kitchen.
- Control Center that automatically regulates baking.
- Handi-Raise Broiler Rack that adjusts up and down.
- Big new Panorama window that permits "peeking" without opening door.

and

These Surface Section features . . .

- Instant heating Super "2600" Calrod® unit.
- Super-Matic unit that makes any pan an automatic utensil.
- Mealtimer that automatically controls any surface unit.
- Coffee-Perk that brews up to 25 cups for parties.
- Pushbuttons that light up to show exact heat in use.

Build traffic by offering your prospects Hotpoint's new kitchen planning booklet, "Hotpoint Kitchen Imagination." There are 28 colorful pages of exciting kitchen plans, layouts and color schemes.

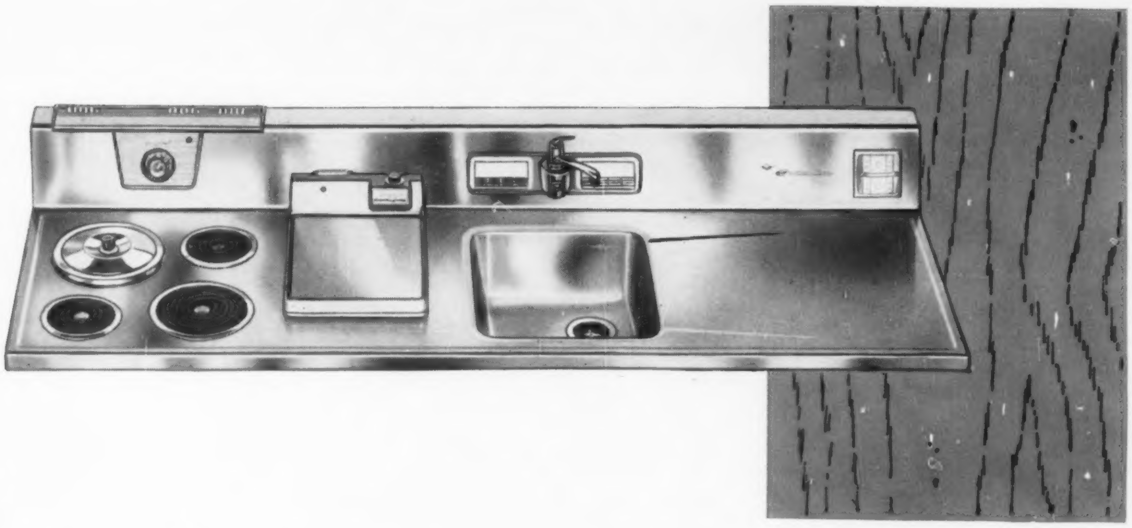
LOOK FOR THAT **Hotpoint** DIFFERENCE!

(your customers do!)

9-feet of gleaming pushbutton luxury—

In one unit, a complete cooking, clean-up, and storage center.

- ▶ De Luxe Super Oven with Panorama window.
- ▶ 4 Calrod® Surface Cooking Units, including raisable automatic unit under deep-well cooker.
- ▶ Automatically-controlled plug-in Griddle.
- ▶ De Luxe pushbutton Spot • Less Dishwasher.
- ▶ Seamless, stainless-steel countertop and sink with Wonderflo single-control faucet.
- ▶ Pushbutton controls and appliance outlets.
- ▶ Roomy storage cabinets and drawers.
- ▶ Disposall® Food Waste Disposer (optional).



Hotpoint Modular Top available separately

For use with natural wood cabinets and any Hotpoint wall oven. Available with cooking center at right or left.

In a class by itself

the distinctive, beautiful Modular Kitchen

At first glance—every woman knows that she is seeing the ultimate in modern kitchens—in gracious living—in pride of possession—in true convenience.

And for you—it is the BIGGEST SALE in the appliance industry. Every time you sell ONE Hotpoint Modular Kitchen, you profit from the sale of 7 units! Hotpoint Modular Kitchens are easy to *display*, since they're a complete package unit—easy to *install*, since all plumbing and wiring connections are concentrated in one area—and they're easy to *sell*. Your Hotpoint Distributor is ready and willing to show you how to make big profits with this newest concept in kitchens. Contact him today!

LOOK FOR THAT

Hotpoint

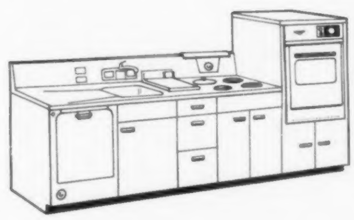
DIFFERENCE . . .

(your customers do!)

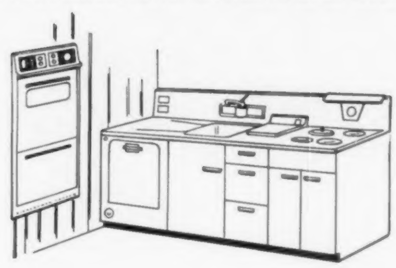
There are three kitchens—each available in right-hand or left-hand models. In 4 Colortones—Brown, Yellow, Pink or Green.

7-FOOT MODEL WITH UNDERCOUNTER OVEN

9-FOOT MODEL WITH HIGH OVEN



7-FOOT MODEL WITH SEPARATE WALL OVEN



PROFIT BY THE

Hotpoint

DIFFERENCE . . .

Contact your nearest Hotpoint Distributor today.

★ **ALABAMA**
Hotpoint Appliance Sales Co.
2617 N. 24th Street
Birmingham 4, Alabama
Graybar Electric Co., Inc.
701 N. Joachim Street
Mobile 6, Alabama

★ **ARIZONA**
Hotpoint Appliance Sales Co.
1102 N. 22nd Avenue
Phoenix, Arizona

★ **ARKANSAS**
Hotpoint Appliance Sales Co.
603 E. Markham Street
Little Rock, Arkansas

★ **CALIFORNIA**
Hotpoint Appliance Sales Co.
660 P Street
Fresno, California
Hotpoint Appliance Sales Co.
212 N. Vignes Street
Los Angeles, California
Graybar Electric Co., Inc.
1911 Union Street
Oakland 7, California
Graybar Electric Co., Inc.
1900 Fourteenth Street
Sacramento 1, California
Graybar Electric Co., Inc.
1750 Alameda Street
San Francisco 1, California

★ **COLORADO**
Hotpoint Appliance Sales Co.
1429 18th Street
Denver 17, Colorado

★ **CONNECTICUT**
Hotpoint Appliance Sales Co.
2964 Main Street
Hartford 1, Connecticut

★ **DELAWARE**
Graybar Electric Co., Inc.
915 S. Heald Street
Wilmington 1, Delaware

★ **DISTRICT OF COLUMBIA**
Hotpoint Appliance Sales Co.
705 Edgewood Street, N.E.
Washington 17, D. C.

★ **FLORIDA**
Hotpoint Appliance Sales Co.
530 E. Forsyth Street
Jacksonville 2, Florida
Hotpoint Appliance Sales Co.
2770 N.W. 24th Street
Miami 52, Florida
Hotpoint Appliance Sales Co.
P. O. Box 1946
Orlando, Florida
Hotpoint Appliance Sales Co.
445 W. Madison
Tallahassee, Florida
Hotpoint Appliance Sales Co.
5605 Westshore Blvd.
Tampa 1, Florida
Hotpoint Appliance Sales Co.
2406 Florida Avenue
West Palm Beach, Florida

★ **GEORGIA**
Hotpoint Appliance Sales Co.
412 Hodges Avenue
Albany, Georgia
Hotpoint Appliance Sales Co.
710 Murphy Avenue, S.W.
Atlanta 1, Georgia
Hotpoint Appliance Sales Co.
1547½ 15th Street
Augusta, Georgia
Hotpoint Appliance Sales Co.
779 Fifth Street
Macon, Georgia
Hotpoint Appliance Sales Co.
917 Louisville Road
Savannah, Georgia

★ **IDAHO**
Graybar Electric Co., Inc.
1325 Idaho Street
Boise, Idaho

★ **ILLINOIS**
Hotpoint Appliance Sales Co.
1945 N. Cornell
Melrose Park (Chicago)
Hotpoint Appliance Sales Co.
811 21st Street
Rockford, Illinois

★ **INDIANA**
Graybar Electric Co., Inc.
2110 [illegible] ghway 41 North
Evansville 14, Indiana
Hotpoint Appliance Sales Co.
1250 Stadium Drive
Indianapolis 2, Indiana
Hotpoint Appliance Sales Co.
315 W. Monroe
South Bend, Indiana

★ **IOWA**
The Rock Smith Co.
1111 E. River Drive
Davenport, Iowa
Hotpoint Appliance Sales Co.
75 Washington Avenue
Des Moines, Iowa

★ **KANSAS**
Hotpoint Appliance Sales Co.
1401 Fairfax Trafficway
Kansas City, Kansas

★ **KENTUCKY**
Graybar Electric Co., Inc.
Box 95, Highland Park Station
Louisville 9, Kentucky

★ **LOUISIANA**
Graybar Electric Co., Inc.
2442 Ted Dunham Avenue
Baton Rouge 1, Louisana
Graybar Electric Co., Inc.
1116 Magnolia Street
New Orleans 13, Louisiana
Graybar Electric Co., Inc.
2536 Linwood Avenue
Shreveport, Louisiana

★ **MAINE**
Hotpoint Appliance Sales Co.
180 Anderson Street
Portland, Maine

★ **MARYLAND**
Hotpoint Appliance Sales Co.
1500 Barclay Street
Baltimore 3, Maryland

★ **MASSACHUSETTS**
Hotpoint Appliance Sales Co.
1 Life Street
Boston 35, Massachusetts

★ **MICHIGAN**
Hotpoint Appliance Sales Co.
12600 Southfield Road
Detroit 23, Michigan
Hotpoint Appliance Sales Co.
206 Grandville Avenue
Grand Rapids, Michigan

★ **MINNESO[illegible]A**
Graybar Electric Co., Inc.
1730 W. Michigan
Duluth 2, Minnesota
Graybar Electric Co., Inc.
824 S. Fourth Street
Minneapolis 15, Minnesota

★ **MISSISSIPPI**
Graybar Electric Co., Inc.
154 E. Porter Street
Jackson 9, Mississippi

★ **MISSOURI**
Hotpoint Appliance Sales Co.
2647 Locust Street
St. Louis 3, Missouri

★ **NEBRASKA**
Hotpoint Appliance Sales Co.
1812 N. 13th Street
Omaha, Nebraska

★ **NEW JERSEY**
Hotpoint Appliance Sales Co.
254 Elizabeth Avenue
Newark 8, New Jersey

★ **NEW MEXICO**
Hotpoint Appliance Sales Co.
923 First Street, N.W.
Albuquerque, New Mexico

★ **NEW YORK**
Havens Electric Co., Inc.
31 Hudson Avenue
Albany 1, New York
Hotpoint Appliance Sales Co.
1210 Main Street
Buffalo 9, New York
Hotpoint Appliance Sales Co.
585 Hudson Street
New York 14, New York
Hotpoint Appliance Sales Co.
112 Baker Street
Syracuse, New York

★ **NORTH CAROLINA**
Hotpoint Appliance Sales Co.
24 Glendale
Asheville, North Carolina
Hotpoint Appliance Sales Co.
700 Tuckaseegee Road
Charlotte 6, North Carolina
Hotpoint Appliance Sales Co.
1111 Willowbrook Drive
Greensboro, North Carolina
Hotpoint Appliance Sales Co.
200 Hooker Road
Greenville, North Carolina
Hotpoint Appliance Sales Co.
802 Poole Avenue
Raleigh, North Carolina

★ **OHIO**
Graybar Electric Co., Inc.
975 E. Tallmadge Avenue
Akron 10, Ohio
Hotpoint Appliance Sales Co.
910 Ross Avenue
Cincinnati 17, Ohio
Graybar Electric Co., Inc.
1100 E. 55th Street
Cleveland 3, Ohio
Hotpoint Appliance Sales Co.
941 Burrell Avenue
Columbus 15, Ohio
Hotpoint Appliance Sales Co.
601 E. Third Street
Dayton 2, Ohio
Hotpoint Appliance Sales Co.
P. O. Box 394, RR2
Portsmouth, Ohio
Graybar Electric Co., Inc.
602 W. Rayen Avenue
Youngstown 1, Ohio

★ **OKLAHOMA**
Hotpoint Appliance Sales Co.
3518 S.W. 29th Street
Oklahoma City, Oklahoma
Hotpoint Appliance Sales Co.
1336 E. 6th Street
Tulsa, Oklahoma

★ **OREGON**
Hotpoint Appliance Sales Co.
226 W. 4th Street
Eugene, Oregon
Hotpoint Appliance Sales Co.
2900 N. W. 29th Street
Portland, Oregon

★ **PENNSYLVANIA**
Graybar Electric Co., Inc.
1941 Hamilton Street
Allentown, Pennsylvania
Graybar Electric Co., Inc.
2001 W. 12th Street
Erie, Pennsylvania
Graybar Electric Co., Inc.
1039 S. 13th Street
Harrisburg, Pennsylvania
Hotpoint Appliance Sales Co.
401 E. Hunting Park Avenue
Philadelphia 24, Pennsylvania
Hotpoint Appliance Sales Co.
200 W. River Avenue
Pittsburgh 12, Pennsylvania
Graybar Electric Co., Inc.
333 Buttonwood Street
West Reading, Pennsylvania

★ **SOUTH CAROLINA**
Hotpoint Appliance Sales Co.
1076 Berea Road
Columbia 17, South Carolina

★ **SOUTH DAKOTA**
Graybar Electric Co., Inc.
300 N. Phillips Street
Sioux Falls, South Dakota

★ **TENNESSEE**
Hotpoint Appliance Sales Co.
1228 Carter Street
Chattanooga, Tennessee
Hotpoint Appliance Sales Co.
1218 Riverside Drive
Knoxville, Tennessee
Hotpoint Appliance Sales Co.
353 S. Front Street
Memphis, Tennessee
Hotpoint Appliance Sales Co.
2505 Bransford Avenue
Nashville, Tennessee

★ **TEXAS**
Graybar Electric Co., Inc.
1601 S. Treadway
Abilene, Texas
Graybar Electric Co., Inc.
601 E. Second Avenue
Amarillo, Texas
Graybar Electric Co., Inc.
2155 Hiway 90
Beaumont, Texas
Graybar Electric Co., Inc.
1311 Agnes Street
Corpus Christi, Texas
Graybar Electric Co., Inc.
717 Latimer Street
Dallas 26, Texas
Gorman Engineering Co.
1701 Texas Street
El Paso, Texas
Graybar Electric Co., Inc.
1107 Foch Street
Fort Worth 7, Texas
Graybar Electric Co., Inc.
1702 Cullen Blvd.
Houston 3, Texas
Graybar Electric Co., Inc.
1223 Hackberry Street
San Antonio 8, Texas

★ **UTAH**
Graybar Electric Co., Inc.
336 N. Third West Street
Salt Lake City 13, Utah

★ **VIRGINIA**
Hotpoint Appliance Sales Co.
3563 Argonne Avenue
Norfolk 1, Virginia
Hotpoint Appliance Sales Co.
1503 Sherwood Avenue
Richmond 20, Virginia
Hotpoint Appliance Sales Co.
513 Norfolk Avenue, S.W.
Roanoke 16, Virginia

★ **WASHINGTON**
Hotpoint Appliance Sales Co.
3625 Interlake Avenue
Seattle, Washington
Hotpoint Appliance Sales Co.
412 N. Haven Street
Spokane, Washington

★ **WEST VIRGINIA**
Bluefield Supply Co.
116 Bluefield Avenue
Bluefield, West Virginia
Wheeling Kitchen & Equipmen
36th & McCollock
Wheeling, West Virginia

★ **WISCONSIN**
Hotpoint Appliance Sales Co.
544 S. First Street
Milwaukee 1, Wisconsin

★ **HAWAII**
Honolulu Electrical Products Co., I
630 Piikoi Street
Honolulu, Hawaii

LOOK FOR THAT

Hotpoint

DIFFERENCE

(your customers do!)

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers
Customline • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Air Conditioners • Television

HOTPOINT CO. (A Division of General Electric Company)
5600 West Taylor St., Chicago 44, Illinois

THE LOUDSPEAKER

Help Wanted!

To the Editor:

I wonder if you can help us?

For several years we have been operating a reliable food plan. We feel that it might be wise for us to sell some other items in addition to home freezers.

Any suggestions?

We don't want to stop selling freezers, but feel that we could do some extra business with our present set-up if we could find an additional item or two. . . . This would have to be something that would appeal to homes, allow a fair markup, still be competitive, be acceptable for financing, etc. . . .

Jack London, President
Providence Food Plan, Ltd.
1499 Bleury St., Montreal

▶ **Mr. London's got a problem which EM readers ought to be able to help solve. As he puts it, "Any suggestions?" Just drop him a line (or send a note to us and we'll see that he gets it).**

Records Anyone?

Dear Sir:

We read Mort Farr's article in the November issue of ELECTRICAL MERCHANDISING (Get Aboard the Records Boom, p. 41) with much interest.

We would like to get into the record business, but unfortunately we do not know any wholesalers in this line. Could you supply us with the names of some suppliers whom we could contact?

HAROLD BENNETT
Western Auto Associate Store
Stigler, Oklahoma

▶ **We sure can. Just as a starter here are three—and you can be sure that other record distributors who read this will see to it that you hear about them, too: Mr. Bill Hill, Miller Jackson Co., 111 East California St., Oklahoma City, Columbia records; Mr. Bill Cannon, Sales Mgr., Capitol Records Distributing Corp., 25 West 41st St., Oklahoma City 18; Mr. Clyde Ball, Record Mgr., Dulaney's 100 Northwest 41st St., Oklahoma City, RCA-Victor.**

Electric Heating

To the Editor:

I enjoy your magazine very much. In fact, it is one of my most important tools. I have wondered if the electrical merchandising industry is not missing a very good opportunity by not pushing electric heat. I know that in the past electric heat has been a very controversial subject, but now it is becoming very widely accepted by the utilities throughout the U. S.

Here in Cowlitz County, we have about 18,500 residential customers and over 6,000 of them heat their homes electrically. We do not actively promote electric heat, but we certainly do not discourage it. These heating jobs will average at least $700.00 each. We are getting an average of 15 heating jobs per week.

Immediately the thought arises—where does that affect the merchandiser since a great majority of the heat is sold by electrical contractors. We have a Westinghouse agency here that has just woke up to the fact that they can also sell electric heat. (Westinghouse carries a good line of heat). They are really going to town. Appliance sales have been rough here, but their electric heating sales are carrying them through.

When one of our customers installs electric heat we tell him this story—"Mr. Jones, you now have electric heat. During the heating season your electric service bill will not be affected by the use you make of your appliances or lights. The outside temperature now controls your power bill. You may now have all the light you can enjoy and it costs you no more than if you sit in semi-darkness because after all light is only a by-product of heat. Your radio and TV generate heat and you get the music and picture as a by-product. If your wife forgets to turn off the plate on the range the thermostat on the wall keeps the heater off that much longer. In fact, all your electric appliances generate heat, even your refrigerator, and the only heat you lose from appliances is the hot water you run down the drain."

You see, Mr. Wray, in this manner we have created the appliance salesman's utopia, for no longer does he need to talk operating cost. "It doesn't cost a thing to operate." All the prospect has to do is buy the appliance.

Lacy M. Peoples
Commercial Manager
Public Utility District 1
Longview, Washington.

That Service Problem

To the Editor:

Anent our recent AHLMA service meeting in Chicago I hope you have read Time October 14th issue starting page 102.

I particularly like the example of the husband with a balky power mower who had a "spell" and assaulted the modern machine with a sledge hammer.

Then there's the one wherein the TV repairman delivering a "repaired" set dropped it on delivery because the housewife tried to stab him.

Our President's wife upon calling a repairman was told by phone how to "stick your hand in the garbage disposal and see if it won't move around. If not, we'll be out in a day or two." You can imagine what the Prez said on hearing this story at the end of a busy day.

What's the answer? Seems like a swell opportunity for some honest guys to start a permanent business instead of the opportunistic and expedient activities of the present.

Someday it would seem that household service could be put on a national yearly insurance basis. I believe it is used in some areas on TV service now.

For a flat rate per year per household service would be on a standby basis. Of course you would need some statistics to set up the annual fee but $50 or so per year would intrigue most modern home owners. It would be possible to have maximum number of calls; also to scale fees on a basis of weighted age of equipment.

What an opportunity for a U. S. Service Corporation—backed by all manufacturers supported by statistics, market research, etc. Potential income (annual) from agreements—close to 50 million homes at $50 per year is considerable.

Eventually, "Seals of Approval" by USSC on service requirements would make a real impression on designers and manufacturers and cause them to supply products with easy servicing built in.

In conclusion it appears to me that Household Service is a "Big Business" and deserves a "Big" look. What do you think?

John R. McCord
Advertising Director
Ferro Corporation
Cleveland, Ohio

▶ **We agree—Ed.**

To the Editor:

Your editorial of November ELECTRICAL MERCHANDISING struck a strong personal responsive chord. Mr. Maytag has an excellent point.

It seems that appliance people regard the patterns set by the automotive industry as rules of good merchandising, regardless of product, yet all will readily admit in times of stress "our problems are different".

This "follow the leader" pattern in this instance is not necessarily all wise. As indicated in your article many phases of selling appliances vary from those in the automotive field—and they vary to beat the band even between appliances. To do a good merchandising job among small dealers particularly, requires a gradual build up from a standing start—getting a single line of new models into the dealers' hands—educating one's own sales force, the distributors' forces, and finally the dealer and his men in sizes, capacities, features, prices, and models requires many moons and much expense and leg work. To throw all this effort over one's shoulder, just about the time the dealer is beginning to appreciate, sell, and cash in on his competitive advantages seems asinine.

I too am in favor of new models with basic improvements, but new models for time sake do not make sense. Tools, servicing, stocks, parts, but most important, sales folk's education, in new products is costing all appliance industry more sales than we realize (and perhaps profits).

Give sales people time to "get" and absorb and use sales features and they'll sell those features instead of prices, trade-in, guarantees, etc.

Yours very truly,
J. F. Donnelly
Asst. to the Vice President
A. O. Smith Corporation
Milwaukee 1, Wis.

Digest readers, among the first to buy TV sets originally, form the best market for new models.

For an analysis of how Reader's Digest covers your best prospects call the Digest office nearest you. In New York, call MUrray Hill 4-7000; in Chicago, WHitehall 4-2544; in Detroit, TRinity 5-9600; in Los Angeles, OLive 3-0380; in San Francisco, EXbrook 2-3057. Or write to: Reader's Digest, 230 Park Avenue, New York 17, New York.

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.— over 11 million copies bought monthly

Mort Farr Says . . .

Let's Get Our Share in '58

Mort Farr, Upper Darby, Pa., appliance-TV dealer

The appliance and TV business failed in 1957 to live up to its potential and its promise. It failed to make a decent profit for any segment of a multi-billion dollar industry.

In an era of more families, more disposable income, more savings, and more need for the appliances we sell, we wound up the year with minus signs in practically every category we merchandise. What's more, many of us will end up with minus signs in our operational figures. The statistical section of this issue of ELECTRICAL MERCHANDISING contains the figures for the year. These figures show that we were behind forecasts in practically every category from high-saturation television and refrigerators to low-saturation color TV and ironers. They tell a story that needs to be studied and taken to heart by an entire industry. Our sales and profits are not down because of general business conditions. Actually consumers spent 5% to 10% more than they did in 1956, but they spent it on services and recreation—not on the products we sell.

Our industry deserves no credit for the 6.5 million TV sets sold in 1957 or the 50 million sold in ten years. The public bought them; we didn't need to sell them. But now that we have just about standardized the 21-inch set we haven't had the ingenuity to convince people that a 24-inch screen is even better and that color is infinitely more real. It is alarming to note that our refrigeration industry sells only half the number of boxes sold in our best year—in the face of the fact that there are 25 million obsolete refrigerators in America, 50 percent of which are over ten years old. It is sickening that when we do replace one of these units that we settle for a profit of as little as $5 or $10.

WHY DID SALES DECLINE? Total industry sales declined because the whole concept of the way we are merchandising big ticket items has been wrong. The super-market approach does not work in the sale of television and appliances. Production can be automated to produce by the millions, but we still have to sell appliances one at a time. Someone is going to have to be able to tell the story to consumers to make them want the new and better things we are producing and developing. It will not be done with the type of discount house selling I have observed recently. Many of these new super-stores pay salesmen lower than laborers' wages ($1.00 per hour). They give them a sales book and put them on the floor. They only know one thing, the same thing their buyer knows . . . price. What else do they have to know except price? They don't even know how to demonstrate a product. In many cases neither appliances nor radio or TV or hi-fi equipment can be plugged in so that the customer can see it or hear it in operation.

This kind of selling cannot go on indefinitely. Price alone will not allow this business to grow and prosper. We cannot depend on was-is pricing and continued bargain appeal in our approach. The public is no longer attracted by either the price or the bait in our advertising. Even those super-merchandisers who started out in the TV and appliance business have branched out into other fields and some of the largest now get but a small percentage of their total volume in our products. At the same time, we now have super-markets, drug stores and soft goods chains getting into the traffic appliance and major appliance business. *The entry of this type of merchandising into our business will not increase our total industry volume.* It simply will divide existing volume more and perhaps eliminate a few more small dealers.

WHO IS TO BLAME for our failure? All segments of the industry have a share of the blame. Manufacturers are to blame for shifting the responsibility for how their products were merchandised to their distributors, looking only at their own sales figures and not caring about industry totals, or how or where their products were being sold. Even large manufacturers seem content with their percent of industry—even though industry sales are down and there are fewer manufacturers with whom to compete. To have made real growth in a period of diminishing competition a company should be getting an almost fantastic share of market percentages. In refrigeration, for example, ten percent of the 1957 market was only the equivalent of five percent in 1950. Manufacturers have also failed to bring out improvements and new products fast enough. The face lifting they are doing is insufficient to make people want to trade often enough. This is particularly true because of the lack of publicity in the public press when we do have something new to tell them about. We could take some lessons from the automotive industry, which gets reams of publicity in everything from magazines to local newspapers about the great new features in their new models. They not only get publicity in advance, they continue to make news with their innovations.

Distributors have to take their share of the blame for conditions as they exist in our industry today. They are responsible for the kind and type of accounts they sell to. They have given little thought to protection of their regular dealers and have helped new competition to expand by granting credit out of line with their financial status and sales potential. Many times distributors looking at total billings of multiple store operation are impressed by the total, but do not recognize that the volume for each store is not impressive and that, in fact, one or more so-called small dealers might have produced more business from a given area than the branch that replaced them. These chains and the large outlets get preferential prices as well as promotion money and small dealers are putting themselves out of business attempting to sell at the same prices. Distributors are getting too big a percentage of their business from this type of account, both from a profit angle and because of the large possible loss in volume and money should one of these volume accounts fail. In addition to that, few distributors have done enough about training their own men to help retailers and there has not been enough sales training of retail salesmen by the distributor.

DEALERS HAVE FAILED to provide the sales power needed to achieve the growth possible in our business. They have been content to follow others like sheep, when what we really need is a few bulls in this business. They have taken their cues from manufacturers and distributors who have glorified the super-marketers.

It is time now for dealers to do what they can towards restoring some integrity and sanity to this business. It is up to us to regain our respectability and dignity. It is our obligation to provide leadership to raise the standards of our profession and to help teach other appliance dealers better business practices and creative selling.

We dealers should always remember that no manufacturer can make and market a product without us. If we are to achieve the sales potential of a hundred million TV sets and four hundred million appliances in the next ten years, we will have to start by forgetting some of the tactics used in 1957 and start anew for '58. *End*

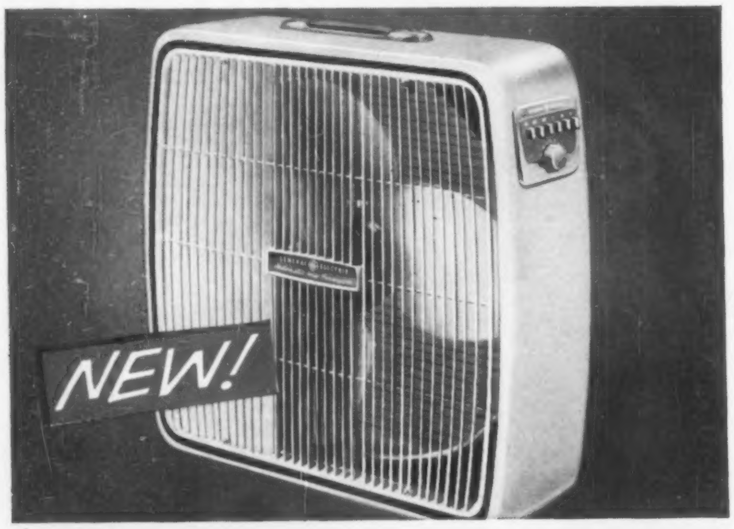
FP

Biggest news in the fan business this year... and there's only one way to get it....

Get General Electric's 1958 Fan Line... For

Fabulous Prices

A NEW, FULL LINE OF PORTABLE FANS FOR THE VOLUME MARKET!



Deluxe Automatic 20" Portable Fan—W-10 **$69.95***

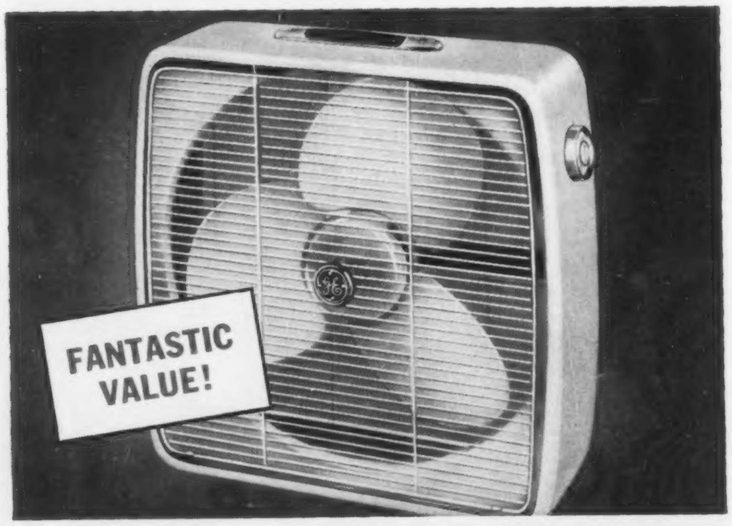
- *Super powerful—5000 CFM†*
- *Electrically reversible*
- *New diffuser grill*
- *Three speeds each way*
- *Automatic thermostat control*
- *Window mounting panels included*

Electrically reversible 20" Portable Fan—W-7 **$44.95***

- *Three speeds each way*
- *Powerful—4000 CFM†*
- *Circulates or ventilates*
- *Safety grills*

Electrically reversible Portable Twin Fan—T-4 **$59.95***

- *Three speeds each way*
- *Fits casement or sash windows*
- *Circulates or ventilates*
- *Safety grills*



Powerful 20" Portable Fan—W-6 **Now only— $29.95***

- *Easily reversible*
- *Ventilates or circulates*
- *Powerful—4000 CFM†*
- *Three speeds—safety designed*

PLUS... **FULL PROMOTION**

*Manufacturer's recommended retail or Fair Trade price.
†Certified by General Electric Fan Engineering Laboratories on basis of samples tested by NEMA standards.

Full Powered cooling!
! Full Profit!

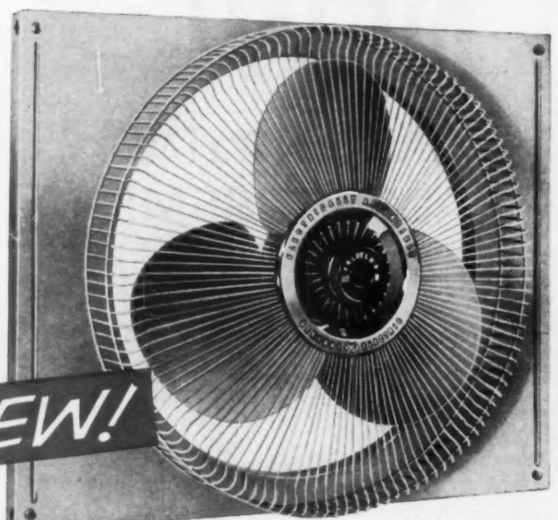
Full-Powered Cooling. General Electric's new *Certified Air Circulation*† assures your customers of *full* cooling power—the cooling they pay for, want, and need.

Fabulous Prices —lowest prices ever on General Electric Fans—for even faster sales at the same full margin!

Full Profit —for the full season! General Electric Fans are fair-traded all season long. Preferred by consumers, sell out first—give you fastest turnover.

Plus —A new over-the-counter replacement warranty.

GENERAL ELECTRIC FAN WARRANTY
authorizes immediate replacement of any defective fan within one year and repair or replacement of any defective fan motor within five years.



NEW!

*Model W-8 without electric reverse, $34.95**

20" Electrically reversible Window Fan—W-9

- *Three speeds each way*
- *Fits windows from 20" to 38" wide*
- *New sunburst safety guard*
- *Cools up to 5 rooms*

$44.95*

New 20" Portable Roll-Around Fan

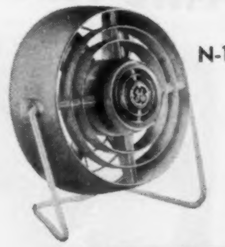
P-3

$59.95*

NEW!

- *Rolls easily anywhere*
- *Three speeds*
- *Converts to 20" portable fan*
- *Adjustable height and tilt*

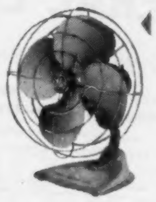
Personal Fan



N-1

NEW LOW PRICE **$5.95***

Oscillating Fans



10" S-107 **$17.95***

12" S-125 **$29.95***

16½" V-164 **$54.95***

Powerful Specialty Fans

A-2 **$29.95***

ALL-PURPOSE FAN

- *Broad, powerful air stream*
- *Versatile*
- *Extra safe*

F-3 **$59.95***

HASSOCK FAN

- *Draft-free cooling*
- *Two sets of fan blades*
- *Three speeds—safety design*

FOR EVEN FASTER PROFITS!

ONLY GENERAL ELECTRIC FANS ARE BACKED BY THIS... Full

"TARGET TORRID"

TRIPLE STRENGTH!

It's been proved the most successful fan advertising ever run—and this year there'll be *three times as much of it* in your town!

"Target Torrid" is General Electric Fan's weather-forecasted way of releasing ads when the weather's hot and humid—when your customers are really in the market for a fan.

And in 1958, they'll see ads not only *during*, but *before* a hot spell, *after* a hot spell . . . whenever they're *thinking* about fans.

NEW!

HARD-HITTING ADVERTISEMENTS!

These brand new ads for '58 will be selling your customers on "Full Cooling Power with General Electric Fans"—tell them about General Electric's *Certified Air Circulation*—get them into your store to see, choose, buy!

Dealer tie-in mats: Free mats of various sizes—help you capitalize on the power of factory-paid advertising.

Powered promotion!

DISPLAYS WITH IMPACT—TO HELP YOU SELL!

Sailboat display window: This arresting, dynamic traffic-builder will give your window eye-catching appeal and impact—spark your sales to new heights.

"Keep cool" display: A real traffic-stopper, in your window or inside your store.

"Happy home" display: Colorful and compelling, display has a simple message, dramatic impact. Dancing figures catch the eye.

Permanent fan displays show the entire line: Attractive, sturdy fan display stands show the entire General Electric Fan line in a few square feet of floor space! Use them year after year, in any combination, any position, on floor or in window.

PLUS...
FAN-TASTIC SPECIALS!

For the first time—limited number of General Electric Fans at reduced prices for special promotion. Over $10 off on many models! See your distributor for details!

General Electric Company, Automatic Blanket and Fan Department, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

LIVE BETTER ELECTRICALLY

GENERAL ELECTRIC

There's

PLENTY of PUNCH

behind the New Sheer Look—Plus

Not by chance is the new Sheer Look—*PLUS* the most talked about, the most imitated design of our time. Back of the magic of the Sheer Look is one of the most powerful drives to hit the appliance industry.

There's headline news in every model in the line—style, color, features by the ton! And Frigidaire is giving this news the all-out, full-scale impact it deserves—to help dealers tell and sell the most exciting appliance story in years.

Compelling 4-color ads are blanketing the country in mass-market media — multimillion circulation magazines, Sunday supplements, farm publications—the works!

Dramatic TV demonstrations on the new network smash hit, "The Patrice Munsel Show," are spreading the gospel to millions of prospects.

Hard-hitting, live-wire promotions the year round—crowd-stopping displays—sales training—co-op advertising—famous General Motors Service Training Schools—are all rolled into one bold sweeping program timed and planned for mass selling to the volume market.

And supporting it all is the smashing build-up to Golden Anniversary models—honoring 50 years of General Motors leadership.

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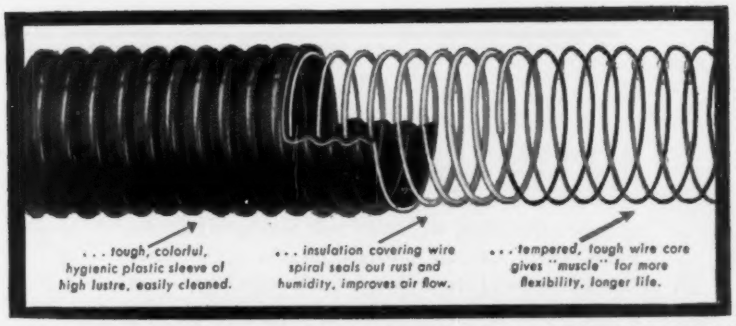

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•FREE SAMPLES ON REQUEST: Dayflex is available in a wide choice of sizes and colors. Dayton's research staff is ready and eager to assist you in developing new uses for Dayflex for your own products or equipment. Ask for a copy of our Dayflex Facts booklet, together with a sample of the hose itself.

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Pay Of College Teachers...
Where The Russians Are The Capitalists

This editorial deals with a simple question about college faculty salaries: Which country pays its teachers better, Russia or the United States? It's a good question, with a sadly embarrassing answer.

That American college and university teachers are underpaid is not a novel observation. But what has happened to the economic status of their profession can be put in more candid terms. **As far as financial incentives are concerned, we have virtually socialized the academic profession.** Teaching has become such a poorly paid career, with so little prospect of material reward for outstanding performance, that it simply does not attract enough highly qualified young men and women.

Ironically, the Soviet Union has deliberately and successfully used capitalist incentives to improve its educational system. Although the Russians show an utter disregard of civil liberties, they pay their teachers well and confer on them all the prestige and privileges the Soviet society can offer. Russian professors, together with party officials and scientists, have become the privileged upper class of a supposedly classless society.

Incentives To Be A Teacher

To be a college teacher requires high intellectual competence and long, sometimes costly, formal training. Aside from the appeal of academic life, what incentive does college teaching offer bright young men and women?

In the U. S., the average faculty salary is little more than the average income of industrial workers. According to the National Education Association, the average faculty salary is about $5,240. College instructors receive $4,100, associate professors $5,730 and full professors $7,100. The average income of U. S. factory workers in 1956 was $4,580.

Actually, workers in many industries — steel, automobile and petroleum, for example—earn more on the average than college teachers. And skilled workers often earn more than full professors at some of our colleges and universities.

In Russia, on the other hand, the young Soviet graduate can see that it pays — and pays very well — to choose teaching as a career. The head of a department in a Russian university can command a salary of about 6,000 rubles a month.* This is about eight times the income of the average Russian worker, who earns 750 rubles a month.

The Russian professor comes off very well in terms of what his income will buy. It has been estimated that, based on Soviet consumption patterns, 6,000 rubles a month is worth about $7,200 a year — or higher than the average professor's salary in the U. S. Of course, it is difficult to compare living standards in two countries as different as the U. S. and Russia. But particularly in the field of science -- where the salaries can run to 15,000 or more rubles a month — it is clear that the Soviet professor enjoys a higher real income than that offered his American counterpart by a much more prosperous economy.

Incentives To Be A *GOOD* Teacher

Russia also offers much higher premiums than the U. S. to those who attain distinction in teaching. Teachers at the university level earn significantly more than teachers in high schools, and university instructors can look forward to a sharply progressive rise in earning power as they

* *Soviet Education for Science and Technology* by Alexander Korol of the M.I.T. Center for International Studies.

How Faculty Salaries Compare With Industrial Wages

(Worker's Wage In Each Country = 100)

*Sources: Center for International Studies, M.I.T.; National Education Association; McGraw-Hill Department of Economics

advance to higher positions. The spread between the income of a full professor and the lowest academic position is greater than fifteen to one. In addition, full professors can earn a healthy bonus if they are elected to membership in the Russian Academy of Sciences.

In the U. S., by contrast, full professors on the average earn less than twice as much as beginning instructors. And many college professors earn less than public school teachers in large cities. Even a full professor's pay does not compare with earnings in other professions or in positions in industry requiring similar training. The point was well summarized in a recent speech by Marion B. Folsom, Secretary of Health, Education and Welfare: "It is nothing short of a national disgrace that we are discouraging people who want to teach by offering salaries that are far below the levels justified by their training and far below the levels which others are willing to pay."

Our colleges and universities, as well as our teachers, find themselves in a serious predicament. Faced with a shortage of both funds and teachers, they cannot reward distinguished performances. Limited resources for salary increases have gone predominantly to the lower ranks, so that an adequate number of teachers could be retained. Meanwhile, potentially fine teachers are being siphoned off into better paid occupations.

The shabby treatment of our teachers threatens to undermine, not only our educational standards, but our free enterprise system itself. There is the recent example of a liberal arts college which discovered that five of its graduating seniors were being offered starting salaries higher than those paid any of their professors. It would be surprising if experiences like this did not place a strain on the enthusiasm with which these professors deal with some key aspects of American capitalism.

Also important is the role education is playing in the cold war with the Soviet Union. The Russians have made great strides in raising the quality of their education — particularly in science and engineering. Both the number and the technical calibre of their graduates are impressive, as recent Soviet achievements testify. These successes owe much to the generous economic treatment the Russians have given their teaching profession.

A Standard For Faculty Pay

Earlier editorials in this series have outlined various ways American business can help relieve the financial plight of our colleges and universities. They have suggested that private contributions to higher education should average at least $400 million a year over the next ten years if faculty salaries are to be raised to adequate levels and our colleges are to be able to meet increasing operating costs.

Another standard for raising faculty salaries proposed by an American businessman is this: "When a teacher's income gets up to a point where you will suggest to your boy that he ought to give some thought to teaching as a profession, then we may be approaching the right figure."

Russia clearly has set her teaching salaries well above the "right" figure. We are nowhere near it. What this adds up to is that the Communists — not we — have become the shrewd capitalists in the vital field of education.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald C McGraw

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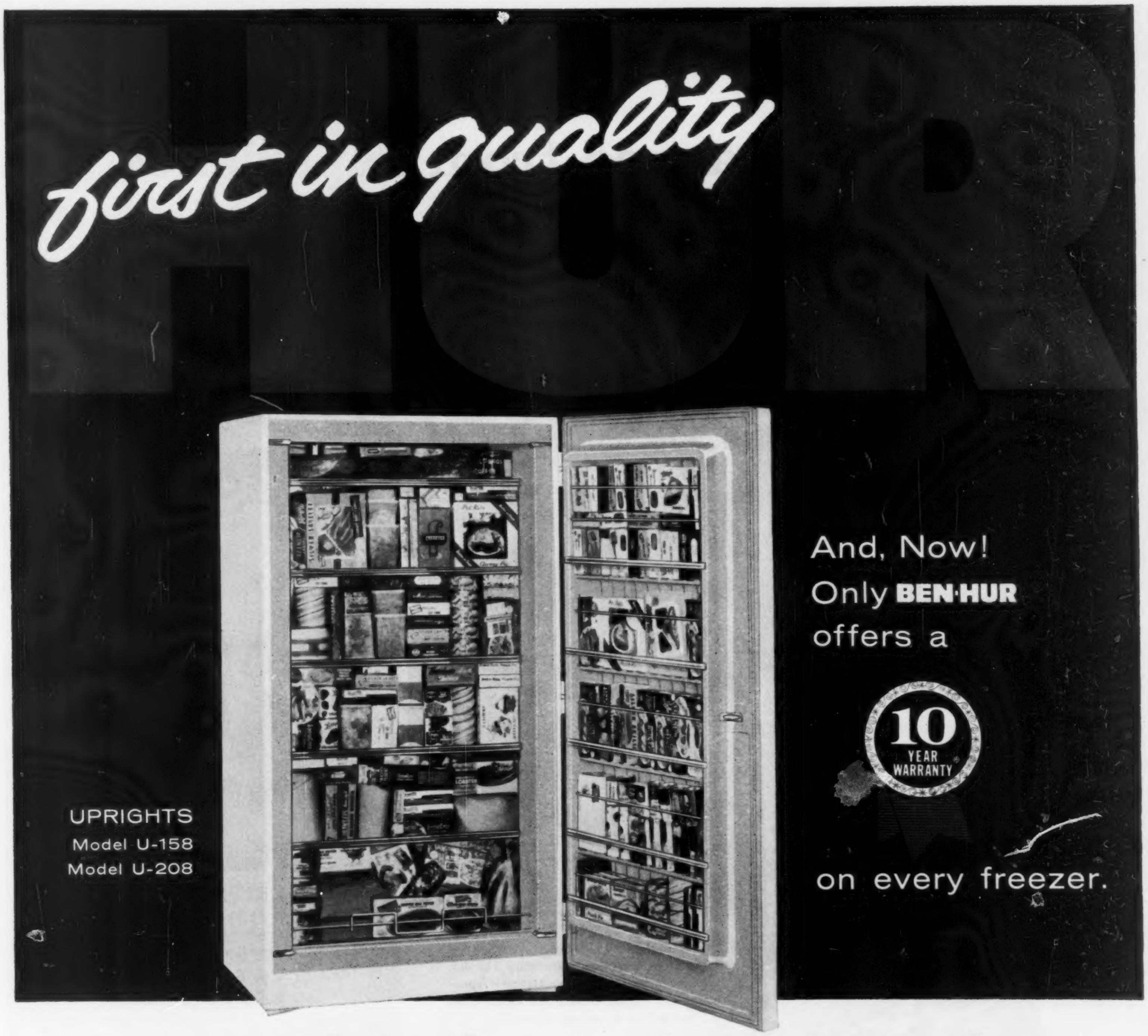

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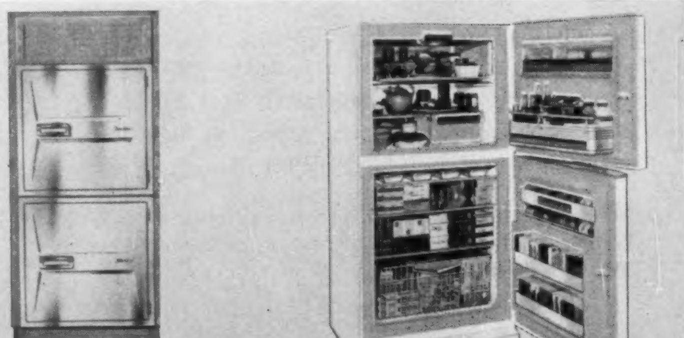

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$5 billion more will go for non-durables

No cut in taxes

A rise in unemployment — from 2.8 to 3.5 million

More competition from cars

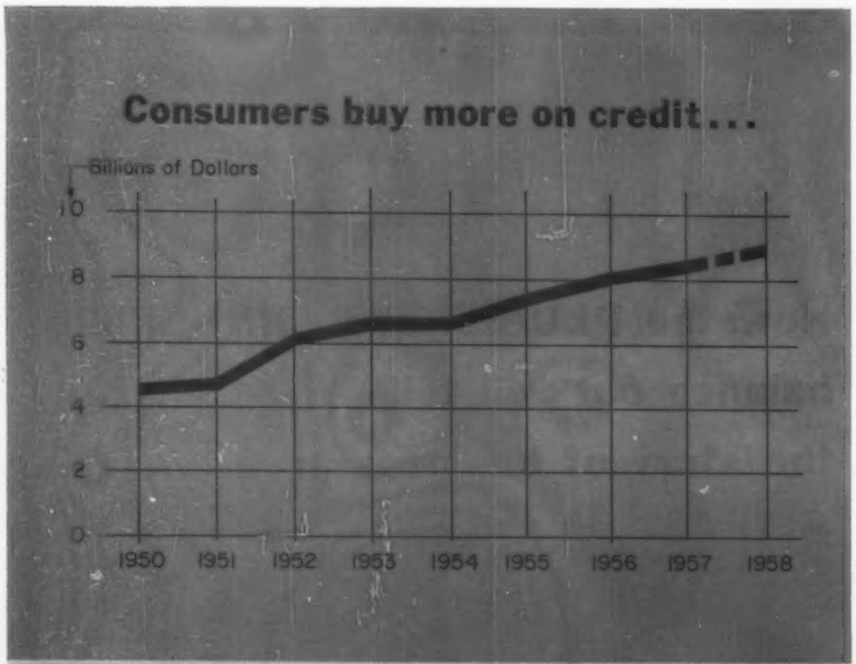
How the PLUSES and MINUSES balance out will tell the story of business in '58

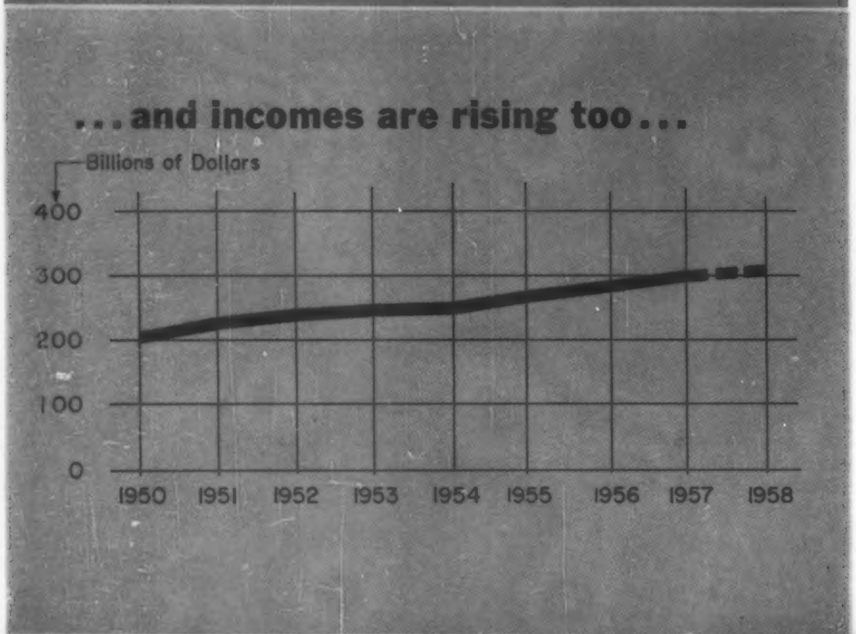
By the McGRAW-HILL DEPT. of ECONOMICS

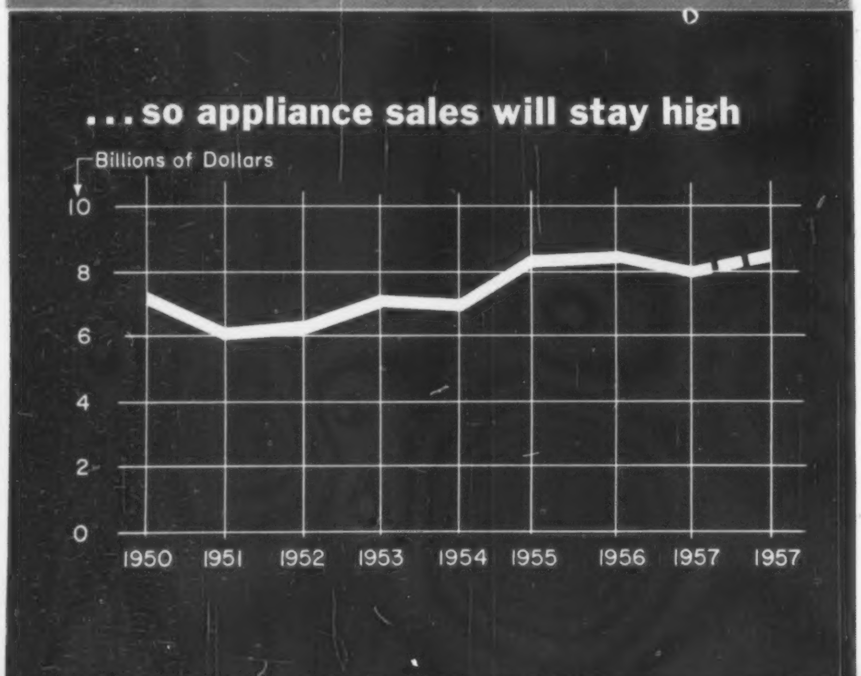
MORE ▸

THE STORY OF BUSINESS IN '58

CONTINUED







THE consumer will be the key to how prosperous 1958 turns out to be. What he does in the coming year could mean the difference between a very good year or a year which will poke along—barely reaching the 1957 levels.

The consumer will have more money in 1958 than he has ever had before in our entire history—but what he does with it is the important factor.

In 1958 consumers' income after taxes should reach a new high of $309 billion. This would be three percent above the record high $300 billion received last year. Consumer income will continue to rise this year, as it has in the last few years—but more slowly—because of the continued push by unions for further wage increases. And in spite of some scattered layoffs in several industries, spring wage boosts are already scheduled in long-term contracts.

On a per capita basis this will mean an average income after taxes of $1,775—up one percent from last year. Thus the consumer now has $500 a year more to spend—after taxes—than he had ten years ago.

Farmers will get about the same share of the income pie in 1958 as in 1957. After several years of declining incomes, farmers in 1957 showed an increase of about three percent above the previous year. The increase in net farm income last year was mostly from soil bank payments. However, since these are now near the legal limit, they will not increase significantly in 1958. So the farmer will do about the same in the year ahead as he did last year.

Where Will Consumers Spend?

Thus with a pretty clear picture of a rise of three percent in consumer income the question is: Will it be spent? And the answer is: Yes, it will. Consumer expenditures are expected to increase about 3.5 percent. Thus he is expected to spend slightly more than the prospective increase in income.

Consumer spending should amount to about $291 billion in 1958 compared with $281 billion last year. Of the total for the coming year, consumers will spend about $36 billion for durable goods—autos, appliances etc. This is only about $1 billion over last year. Of the $36 billion that will be spent for durables approximately $8.4 billion will go for appliances. This would put appliance sales at about the same level as 1956 and only slightly higher than last year.

There does not seem to be much reason to believe that the consumers will perk up their lagging interest in new appliances. At least a part of their resistance can be explained in terms of saturation for some products—and the fact that these products are properly called durables, for they don't wear out or become obsolete for several years. If a consumer, for example, has a refrigerator which is only a few years old and in good working condition, he can probably be sold on some other item easier than on turning in his old model. And he will then put off buying a refrigerator for some time.

And it is also partly due to the fact that there have not been enough new items to really turn the consumer's eye—and conse-

The Outlook Score Board

Last year on these pages it was predicted that 1957 would be a record year, which it was—for the economy as a whole if not for appliances.

Take Gross National Product, for example. The prediction was $435-billion—and that's what it turned out to be. Expected disposable consumer income was pegged at $300 million—which was right on the nose. The amount of money consumers would spend was estimated at $280 billion—which was too low because consumers actually spent $281 billion. The trouble was that they didn't spend it for appliances-TV, or even for durable goods of any kind. The estimate was $36.3 billion for such things as cars and appliances, but the contrary consumer only spent about $35 billion. Instead, he spent his money, $245.5 billion of it, on services and non-durables, when he had been expected to only spend $237.2 billion.

quently his pocketbook. In contrast, consumers are expected to spend larger amounts on services and on nondurable goods—clothes, furniture, food etc. Last year consumers spent $105.5 billion for services. This year it is estimated they will spend a total of $110 billion. They spent about $140 billion on nondurables last year—and are expected to add another $5 billion to this in 1958.

But the consumer will also save some of his income, too. Last year the consumer put away about 6.5 percent of his income after taxes. And he is expected to save at a slightly lower rate in the coming year.

More Buying on Time

And because of those consumers without readily available cash, or these who do not want to dip into their savings, there will be an increase in the extent of installment credit used. Durable goods credit outstanding, excluding autos, at the end of 1957 amounted to approximately $8.5 billion. And at the same time consumers worked off a large part of their debt. So they are in good shape to take on more next year. Thus it seems likely that consumers will add another $500 million to their installment debt for appliances, furniture and other household furnishings.

But the appliance dealer will face increasing competition from autos. Auto makers are competing fiercely among themselves and with other goods such as appliances. In 1957 production amounted to 6.25 million cars. Of this total 5.9 million were sold and the rest went for inventory or export. If consumers like the new models, auto sales should get a slight boost this year. The industry guess now is that about 6.3 million cars will be sold in 1958.

Another factor which could affect the financial position of the consumer would be a cut in personal income taxes. There might have been a reasonably good chance for a cut, since 1958 is an election year, if sputnik had not appeared on the horizon. But sputnik will mean an increase in government expenditures for defense, rather than a cut, as had been previously announced.

A Poor Prospect for Tax Cut

The government—federal, state and local—spent a total of $87 billion in 1957. About half of this was for defense purposes. Although there will be an attempt to cut expenditures in other areas, this will be extremely difficult. So with the present prospect of increasing defense spending, it seems likely that, over-all, the government will probably spend more this year than last.

Thus the prospects for tax cuts fade into the future once again. But the fact that the government will be spending slightly more this year, rather than less as was anticipated earlier, adds another prop to our economy. The outlook for the economy as a whole points to a very good year ahead with both the government sector and the consumer sector pointing to as high, and perhaps higher levels, this year compared with 1957. And 1957 was a record year.

Business spending, the other important spending area of the economy, however, will show a decline this year (Economic Currents, December, 1957, p. 24). The most recent McGraw-Hill survey of plans for investment in new plants and equipment, showed that over-all business spending would be down 7 percent this year and manufacturing would be down 16 percent, compared with 1957.

However, the amount spent this year is still high compared with most previous years. The 1958 total will be 20 percent more than actual spending in 1955 and only slightly less than spending in 1957. But this points to production levels which will be slightly lower than last year.

In 1957 the Federal Reserve Board's index of industrial production averaged 144 (1947-49 = 100). For this year it will probably average around 142—down a little more than one percent from last year.

This in turn will mean a slight rise in unemployment. Unemployment amounted to about 2.8 million in 1957. This came pretty close to scraping the bottom of the barrel, but with a decline in business spending there will be a slight decline in available jobs, too, so that unemployment will probably go up to about 3.5 million in the coming year.

Outlook: Overall Increase

The combination of the three sectors points to an over-all increase in the amount of goods and services the economy will produce this year. It is estimated that the total value of our national output will amount to $445 billion this year. This would mean a rise of more than two percent—from the level of $435 billion in 1957. Of course, at least a part of this increase will be due to higher prices. However, most of the pressures on prices seem to be petering out.

Inflation will become a less important factor in the year ahead. With almost everything in plentiful supply, and in some cases oversupplied, there will be almost no pressure to bid up prices, and consumers are beginning to show some resistance to rising prices. Thus the only pressure which will be exerted will be of the cost-push variety—from union demands for higher wages. And companies will be working hard at reducing costs and will be a little less inclined to yield as readily to union demands as they have in recent years.

With inflation losing its momentum the Federal Reserve Board eased credit at the end of last year. Thus money will not be as "tight" this year as it was for most of 1957.

The economy as a whole in the coming year will be characterized by a more or less horizontal movement. With a lower level of business spending and no great stimulus in store from government spending, any spurt in the economy will have to come from the consumer. The consumer will become a Very Important Person as the fight intensifies to make him part with his money. *End*

MANUFACTURERS' SALES AND RETAIL VALUE OF

PRODUCT	1948 NUMBER SOLD	1948 RETAIL VALUE	1949 NUMBER SOLD	1949 RETAIL VALUE	1950 NUMBER SOLD	1950 RETAIL VALUE	1951 NUMBER SOLD	1951 RETAIL VALUE	1952 NUMBER SOLD	1952 RETAIL VALUE
AIR CONDITIONERS, Room	73,630	$27,198,000	89,320	$31,473,700	200,900	$62,646,000	237,500	$80,093,000	380,400	$129,703,000
BED COVERINGS, Electric	675,000	29,025,000	440,000	16,500,000	800,000	31,600,000	776,000	32,980,000	830,000	35,275,000
BLENDERS	215,000	8,170,000	175,000	6,562,500	225,000	8,437,500	290,000	11,455,000	395,000	16,392,500
CLEANERS, VACUUM										
Floor Type	3,360,800	257,542,700	2,889,500	221,794,300	3,529,400	280,305,000	2,729,100	234,893,600	2,841,800	260,081,500
CLOCKS	9,995,000	74,962,500	5,280,000	33,200,000	8,100,000	54,000,000	7,500,000	52,125,000	6,700,000	48,575,000
COFFEE MAKERS, Automatic	600,000	12,000,000	800,000	....	900,000	25,155,000	1,695,000	43,646,250	1,950,000	48,652,500
CORN POPPERS	....	....	....	....	....	....	....	....	....	....
DEHUMIDIFIERS	....	....	25,000	....	45,000	6,300,000	55,240	7,678,400	87,450	12,505,300
DISHWASHERS, Motor-Driven	225,000	61,875,000	160,000	44,000,000	230,000	66,700,000	260,000	78,000,000	175,000	52,500,000
DRYERS, Clothes, Total	92,000	20,720,000	105,700	24,317,200	318,500	70,449,400	492,000	120,679,500	634,850	162,781,000
Electric	76,700	....	84,560	....	250,980	53,378,400	354,000	82,039,500	473,900	116,105,500
Gas	15,300	....	21,140	....	67,520	17,071,000	138,000	38,640,000	160,950	46,675,500
FANS										
Attic	85,000	11,050,000	76,500	9,562,500	95,000	12,302,500	90,000	12,325,500	95,000	14,250,000
Desk and Bracket	3,470,000	60,725,000	2,776,000	51,356,00	2,450,000	42,262,500	2,225,000	43,387,500	1,625,000	36,031,500
Hassock or Floor	....	....	....	....	180,000	7,110,000	185,000	8,136,300	265,000	12,852,500
Kitchen Exhaust & Range Hood Type	240,000	9,000,000	255,000	9,817,500	495,000	17,745,800	444,500	14,404,300	585,000	19,012,500
Window Ventilating	....	....	....	....	....	....	320,000	16,640,000	505,000	27,750,000
Portable Roll-Abouts	....	....	....	....	....	....	....	....	....	....
FLOOR POLISHERS	....	....	....	....	240,000	13,800,000	275,000	16,500,000	287,000	18,655,000
FOOD WASTE DISPOSERS	175,000	21,000,000	155,000	20,925,000	320,000	43,200,000	352,000	47,520,000	260,000	33,800,000
FREEZERS, Home	690,000	220,800,000	485,000	162,475,000	890,000	289,250,000	1,050,000	378,000,000	1,140,000	421,800,000
FRYERS, Deep Fat	....	....	....	....	500,000	12,475,000	725,000	20,662,500	1,525,000	45,673,000
FRYPAN—SKILLETS	....	....	....	....	....	....	....	....	....	....
HEATERS, Convector & Radiant	1,300,000	16,900,000	835,000	9,602,500	1,115,000	15,364,700	930,000	12,393,000	1,202,000	31,203,000
Fan-Forced & Fan-Htr. Portable	....	....	....	....	....	....	605,000	9,468,000	690,000	12,075,000
Non-Fan Forced Portable	....	....	....	....	....	....	325,000	2,925,000	270,000	2,430,000
Wall Type	....	....	....	....	....	....	....	....	242,000	16,698,000
HEATING PADS	1,600,000	10,800,000	1,350,000	9,112,500	1,725,000	11,988,750	1,450,000	10,077,500	1,500,000	10,425,000
HOTPLATES	1,225,000	10,964,000	820,000	6,519,000	1,160,000	9,454,000	940,000	8,695,000	905,000	8,597,500
IRONERS	477,000	71,550,000	307,350	43,028,300	409,200	59,465,900	283,840	49,572,700	211,400	44,182,600
IRONS										
Automatic	5,850,000	75,757,500	4,850,000	62,807,500	5,235,000	67,793,300	4,950,000	60,637,500	2,795,000	36,195,300
Travel	....	....	....	....	....	....	298,600	2,687,400	375,000	3,356,300
Steam	810,000	13,770,000	965,000	15,391,750	1,645,000	29,527,750	2,100,000	39,795,000	2,855,000	56,957,200
KITCHEN CABINETS, Steel	3,236,400	124,776,700	2,132,000	83,852,800	2,969,000	125,848,300	2,672,100	119,930,900	2,970,000	154,000,000
LAMP BULBS & TUBES, TOTAL	1,837,294,000	406,605,000	1,756,665,000	389,980,000	2,006,880,000	466,400,000	2,012,132,000	518,100,000	1,849,994,000	484,100,000
Fluorescent	79,400,000	80,059,000	72,068,000	72,700,000	88,439,000	95,500,000	86,652,000	102,600,000	77,629,000	93,000,000
Large Incandescent	845,083,000	179,411,000	814,401,000	173,000,000	933,523,000	204,600,000	950,408,000	228,000,000	920,825,000	222,000,000
Photo	143,602,000	24,125,000	155,066,000	26,080,000	229,230,000	37,400,000	295,848,000	51,000,000	341,820,000	58,200,000
Miniature (incl. "L")	390,546,000	87,908,000	330,102,000	80,600,000	467,728,000	98,500,000	415,624,000	107,500,000	359,320,000	94,800,000
Christmas Tree	378,663,000	35,102,000	385,028,000	37,700,000	287,960,000	30,400,000	263,600,000	29,000,000	150,400,000	16,100,000
LAWN MOWERS, Power	397,000	57,000,000	529,000	65,000,000	1,080,000	100,000,000	1,241,000	121,000,000	1,155,000	110,000,000
MIXERS, Food										
Standard	1,550,000	58,105,000	1,375,000	51,562,500	1,700,000	67,150,000	1,475,000	65,687,500	1,375,000	60,500,000
Portable	20,000	339,000	150,000	2,542,500	145,000	2,602,750	125,000	2,312,500	455,000	8,622,250
OIL SPACE HEATERS	1,234,900	103,305,100	741,500	60,064,000	886,400	73,480,000	768,490	69,933,000	740,300	68,852,000
PHONOGRAPHS—RECORD PLAYERS										
Single Players	....	....	....	....	....	....	....	....	....	....
Combination Units	....	....	....	....	....	....	....	....	....	....
Record Player Attachments	....	....	....	....	....	....	....	....	....	....
RADIO										
Home Radios	9,630,300	563,370,600	5,961,200	274,215,200	8,174,600	382,653,000	5,974,300	204,619,800	4,043,100	136,454,600
Portable Radios	2,629,600	77,573,200	1,843,400	55,209,800	1,674,700	50,994,600	1,332,990	41,322,700	1,719,900	59,336,500
Clock Radios	....	....	....	....	....	....	777,000	30,691,500	1,929,000	65,586,000
RANGES, TOTAL	1 600,000	376,000,000	1,056,000	242,880,000	1,830,000	424,623,000	1,400,000	350,000,000	1,060,000	270,300,000
Standard	1.600,000	376,000000	1,056,000	242,880,000	1,830,000	424,623,000	1,400,000	350,000,000	1,060,000	270,300,000
Built-in	....	....	....	....	....	....	....	....	....	....
RECORDERS, Magnetic	....	....	....	....	....	....	....	....	....	....
REFRIGERATORS	4,766,000	1,239,160,000	4,450,000	1,134,750,000	6,200,000	1,602,266,000	4,075,000	1,120,625,000	3,570,000	1,017,450,000
SHAVERS	1,650,000	32,175,000	1,725,000	37,087,500	2,150,000	50,525,000	2,200,000	53,900,000	2,750,000	68,612,500
TELEVISION B & W	975,000	383,500,000	3,000,000	970,000,000	7,463,800	2,235,408,000	5,384,800	1,572,362,000	6,096,300	1,719,156,600
TOASTERS	4,850,000	78,315,000	4,200,000	73,290,000	4,525,000	80,142,700	3,725,000	75,763,700	2,975,000	59,727,700
WAFFLE IRONS—SAND. GRILLS	3,670,000	57,114,000	1,960,000	30,205,000	2,535,000	42,968,250	1,875,000	33,656,300	1,456,000	29,848,000
WASHING MACHINES										
Automatic & Semi-Automatic	950,000	272,935,000	928,000	236,640,000	1,646,380	423,119,700	1,589,400	445,667,800	1,684,100	471,076,400
Wringer & Spinner	3,245,600	453,469,400	2,137,000	288,548,000	2,626,200	361,443,900	1,795,300	269,995,200	1,582,400	237,818,900
Washer-Dryer Combs	....	....	....	....	....	....	....	....	....	....
WATER HEATERS, Storage	1,040,000	137,800,000	695,000	90,350,000	990,000	131,175,000	845,000	114,075,000	720,000	95,040,000
WATER SOFTENERS	191,500	....	197,000	....	205,000	....	207,000	....	215,000	....
WATER SYSTEMS	650,000	89,050,000	600,000	78,900,000	723,000	112,065,000	625,000	96,875,000	682,000	110,484,000

APPLIANCES, RADIO AND TV

Figures compiled from reports of associations, manufacturers, Census of Manufactures, and ELECTRICAL MERCHANDISING estimates. Exports included in all products except lamp bulbs and tubes. Radio and Television represent production. Permission to reprint or use is granted provided credit is given ELECTRICAL MERCHANDISING.

1953		1954		1955		1956		1957		
NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	PRODUCT
1,044,700	$349,514,000	1,353,200	$439,790,000	1,275,500	$382,650,000	1,828,000	$534,800,000	1,600,000	$506,400,000	**AIR CONDITIONERS,** Room
948,000	35,976,000	1,104,000	37,812,000	1,460,000	44,530,000	2,085,000	58,380,000	2,200,000	57,200,000	**BED COVERINGS,** Electric
310,000	12,384,500	296,000	11,825,000	405,000	14,415,000	480,000	16,776,000	510,000	19,354,000	**BLENDERS**
										CLEANERS, VACUUM
2,777,700	263,121,700	2,658,000	254,459,900	3,270,400	285,702,000	3,721,900	304,377,000	3,275,000	276,312,000	Floor Type
7,625,000	52,993,700	6,900,000	47,955,000	7,200,000	50,040,000	9,750,000	65,812,000	8,400,000	54,600,000	**CLOCKS**
3,685,000	73,515,800	3,269,000	65,053,000	3,675,000	71,662,500	5,100,000	98,685,000	4,400,000	85,850,000	**COFFEE MAKERS,** Automatic
....	....	815,000	4,605,000	780,000	4,040,400	640,000	3,168,000	550,000	2,887,000	**CORN POPPERS**
90,550	12,224,000	80,000	10,800,000	96,000	12,192,000	275,000	34,375,000	225,000	26,100,000	**DEHUMIDIFIERS**
180,000	54,000,000	215,000	64,500,000	295,000	90,270,000	400,000	116,000,000	390,000	104,250,000	**DISHWASHERS,** Motor-Driven
736,700	179,847,000	940,900	215,630,500	1,396,600	309,050,000	1,522,600	338,017,000	1,319,100	301,273,000	**DRYERS,** Clothes, Total
568,500	134,342,200	697,700	153,040,500	1,027,600	216,752,000	....	....	923,600	200,421,000	Electric
168,200	45,504,800	243,200	62,590,000	369,000	92,298,000	....	....	395,500	100,852,000	Gas
										FANS
135,000	18,562,500	125,000	16,375,000	140,000	17,500,000	110,000	13,750,000	98,000	12,735,000	Attic
3,035,000	74,357,700	3,924,000	93,195,000	2,525,000	50,373,000	2,400,000	47,850,000	1,725,000	34,415,000	Desk and Bracket
335,000	16,029,700	406,000	17,052,000	250,000	10,464,000	135,000	6,682,000	105,000	5,197,000	Hassock or Floor
754,000	26,390,000	825,000	30,937,500	860,000	30,100,000	1,395,000	51,615,000	1,345,000	49,765,000	Kitchen Exhaust & Range Hood Types
845,000	52,939,000	1,425,000	79,643,000	1,645,000	82,168,000	2,525,000	119,937,000	1,700,000	71,825,000	Window Ventilating
110,000	8,250,000	175,000	12,775,000	165,000	12,787,000	300,000	19,290,000	330,000	17,160,000	Portable Roll-Abouts
295,000	19,175,000	325,000	19,500,000	375,000	20,250,000	415,000	23,862,500	595,000	29,720,000	**FLOOR POLISHERS**
325,000	42,250,000	410,000	47,150,000	520,000	59,800,000	610,000	57,950,000	550,000	49,473,000	**FOOD WASTE DISPOSERS**
1,090,000	436,000,000	990,000	391,425,000	1,100,000	439,945,000	975,000	380,200,000	925,000	346,875,000	**FREEZERS,** Home
2,650,000	79,500,000	1,693,000	37,077,000	1,925,000	33,687,000	1,450,000	22,475,000	1,100,000	16,445,000	**FRYERS,** Deep Fat
....	....	1,100,000	26,400,000	2,660,000	50,540,000	6,100,000	109,495,000	5,200,000	98,500,000	**FRYPAN—SKILLETS**
1,400,000	33,905,300	1,432,000	37,452,500	1,680,000	50,113,500	1,903,000	56,425,000	1,855,000	54,224,000	**HEATERS,** Convector & Radiant
940,000	17,390,000	850,000	16,787,500	880,000	17,160,000	976,000	19,032,000	925,000	20,305,000	Fan-Forced & Fan-Htr. Portable
195,000	1,940,300	257,000	6,040,000	270,000	6,480,000	320,000	7,680,000	295,000	6,932,000	Non-Fan Forced Portable
265,000	14,575,000	325,000	14,625,000	530,000	26,473,500	607,000	29,713,000	635,000	26,987,000	Wall Type
1,875,000	12,281,200	1,672,000	10,450,000	1,980,000	12,177,000	2,215,000	13,179,000	2,155,000	13,145,000	**HEATING PADS**
695,000	5,907,500	946,000	7,180,000	950,000	7,362,500	760,000	6,042,000	660,000	5,247,000	**HOTPLATES**
160,000	34,013,000	89,840	18,291,000	87,100	18,352,000	64,000	13,760,000	47,900	10,442,000	**IRONERS**
										IRONS
2,720,000	32,640,000	2,215,000	22,748,000	2,495,000	25,575,000	2,130,000	21,193,500	1,710,000	17,015,000	Automatic
430,000	4,708,500	400,000	4,700,000	440,000	3,630,000	475,000	3,776,000	550,000	4,372,000	Travel
4,250,000	80,537,500	3,921,000	68,421,000	4,995,000	83,666,000	5,900,000	94,105,000	5,375,000	96,481,000	Steam
3,441,000	178,000,000	3,372,000	174,440,000	4,046,000	209,328,000	3,000,000	170,000,000	2,490,000	150,120,000	**KITCHEN CABINETS,** Steel
2,201,159,000	613,500,000	2,244,068,000	641,700,000	2,479,000,000	723,500,000	2,660,310,000	812,000,000	2,745,000,000	871,000,000	**LAMP BULBS & TUBES, TOTAL**
84,665,000	121,000,000	86,168,000	131,000,000	95,000,000	145,000,000	108,579,000	175,000,000	110,000,000	185,000,000	Fluorescent
976,461,000	264,000,000	1,003,600,000	286,000,000	1,009,000,000	300,000,000	1,100,965,000	325,000,000	1,100,000,000	350,000,000	Large Incandescent
485,670,000	83,200,000	454,000,000	73,500,000	525,000,000	79,000,000	607,766,000	92,000,000	660,000,000	100,000,000	Photo
427,363,000	120,800,000	377,300,000	118,800,000	500,000,000	165,000,000	463,000,000	178,000,000	475,000,000	188,000,000	Miniature (incl. "L")
227,000,000	24,500,000	323,000,000	32,400,000	350,000,000	34,500,000	380,000,000	42,000,000	400,000,000	48,000,000	Christmas Tree
1,275,000	144,542,000	1,750,000	157,500,000	2,750,000	236,500,000	3,200,000	252,800,000	3,300,000	278,850,000	**LAWN MOWERS,** Power
										MIXERS, Food
1,270,000	55,880,000	1,591,000	70,000,000	1,615,000	71,464,000	1,600,000	70,400,000	1,200,000	52,800,000	Standard
615,000	11,654,200	1,274,000	24,142,000	1,625,000	31,687,500	2,645,000	48,932,000	2,400,000	44,400,000	Portable
647,800	60,892,700	452,000	43,394,000	378,900	37,134,000	376,900	36,933,000	325,000	33,150,000	**OIL SPACE HEATERS**
										PHONOGRAPHS–RECORD PLAYERS
....	....	....	....	2,233,700	154,125,000	3,338,000	230,322,000	3,775,000	282,000,000	Single Players
....	....	....	....	509,000	101,800,000	526,000	105,200,000	750,000	158,000,000	Combination Units
....	....	....	....	380,000	13,300,000	312,000	10,920,000	325,000	13,000,000	Record Player Attachments
										Radio
4,403,000	138,694,500	3,067,600	88,193,500	3,393,800	97,575,000	3,501,000	87,525,000	4,100,000	102,500,000	Home Radios
1,741,600	60,712,000	1,333,500	42,472,000	2,027,500	70,861,000	3,113,000	121,407,000	3,300,000	138,600,000	Portable Radios
2,041,100	69,397,400	1,874,900	58,121,900	2,243,700	76,173,600	2,311,000	78,574,000	2,400,000	81,600,000	Clock Radios
1,250,000	318,750,000	1,350,000	353,700,000	1,600,000	423,800,000	1,585,000	412,645,000	1,365,000	360,775,000	**RANGES, TOTAL**
1,250,000	318,750,000	1,250,000	325,000,000	1,400,000	366,800,000	1,200,000	306,000,000	940,000	239,700,000	Standard
....	....	100,000	28,900,000	200,000	57,000,000	385,000	106,645,000	425,000	121,975,000	Built-in
....	....	....	....	360,000	54,000,000	400,000	60,000,000	500,000	100,000,000	**RECORDERS,** Magnetic
3,650,000	1,076,750,000	3,600,000	1,095,865,000	4,200,000	1,323,000,000	3,700,000	1,202,500,000	3,350,000	1,072,000,000	**REFRIGERATORS**
3,500,000	94,500,000	3,957,000	106,839,000	4,750,000	121,125,000	6,600,000	138,600,000	6,650,000	132,667,000	**SHAVERS**
7,215,800	2,020,424,000	7,346,700	1,689,741,000	7,756,500	1,745,212,000	7,387,000	1,403,530,000	6,500,000	1,235,000,000	**TELEVISION B & W**
3,170,000	57,721,500	3,457,000	59,889,000	3,565,000	60,242,500	3,980,000	70,541,000	4,000,000	71,874,000	**TOASTERS**
1,370,000	29,455,000	928,000	17,354,000	995,000	18,905,000	980,000	19,550,000	895,000	17,855,000	**WAFFLE IRONS—SAND. GRILLS**
										WASHING MACHINES
2,070,800	577,401,100	2,401,000	653,816,300	3,123,000	845,407,000	3,314,000	911,350,000	2,865,000	802,200,000	Automatic & Semi-Automatic
1,521,400	228,018,200	1,209,400	179,741,000	1,268,000	187,030,000	1,228,000	185,428,000	990,000	153,450,000	Wringer & Spinner
....	....	....	....	....	....	103,600	54,390,000	187,000	95,370,000	Washer-Dryer Combs.
780,000	102,960,000	806,000	96,700,000	900,000	103,500,000	870,000	95,700,000	800,000	84,000,000	**WATER HEATERS,** Storage
265,000	66,250,000	312,000	78,000,000	403,000	93,496,000	475,000	122,075,000	507,500	128,397,000	**WATER SOFTENERS**
702,050	119,000,000	728,000	123,400,000	788,000	130,000,000	775,000	120,125,000	750,000	112,500,000	**WATER SYSTEMS**

DOMESTIC AND FARM

Electric Customers

JANUARY 1958

	Residential & Rural Electric Customers Jan. 1, 1958	Urban Electric Customers Jan. 1, 1958	Rural Non-Farm Electric Customers Jan. 1, 1958	Farm Electric Customers Jan. 1, 1958
Maine	300,500	155,598	122,752	22,150
New Hampshire	199,000	105,426	83,374	10,200
Vermont	117,500	43,876	57,924	15,700
Massachusetts	1,497,000	1,241,488	238,412	17,100
Rhode Island	252,000	209,517	40,533	1,950
Connecticut	715,000	553,351	149,049	12,600
New England	**3,081,000**	**2,309,256**	**692,044**	**79,700**
New York	4,662,000	3,992,334	566,166	103,500
New Jersey	1,714,000	1,462,302	229,198	22,500
Pennsylvania	3,079,000	2,252,587	702,013	124,400
Middle Atlantic	**9,455,000**	**7,707,223**	**1,497,377**	**250,400**
Ohio	2,680,000	1,981,928	525,572	172,500
Indiana	1,347,000	860,901	333,799	152,300
Illinois	2,742,000	2,189,079	381,771	171,150
Michigan	2,213,000	1,579,690	497,210	136,100
Wisconsin	1,139,000	697,970	292,480	148,550
East North Central	**10,121,000**	**7,309,568**	**2,030,832**	**780,600**
Minnesota	947,000	549,509	238,091	159,400
Iowa	805,000	409,625	206,075	189,300
Missouri	1,251,000	834,295	224,455	192,250
North Dakota	165,000	50,952	61,748	52,300
South Dakota	183,000	71,484	57,316	54,200
Nebraska	412,000	209,192	107,958	94,850
Kansas	646,000	369,529	167,421	109,050
West North Central	**4,409,000**	**2,494,586**	**1,063,064**	**851,350**
Delaware	113,000	74,213	32,737	6,050
Maryland	761,000	739,426	153,924	30,650
District of Columbia	163,000	....	....	....
Virginia	957,000	545,366	283,584	128,050
West Virginia	507,000	215,539	227,411	64,050
North Carolina	1,167,000	493,798	414,252	258,950
South Carolina	575,000	273,824	186,926	114,250
Georgia	1,011,000	564,103	286,347	160,550
Florida	1,306,000	944,021	308,329	53,650
South Atlantic	**6,560,000**	**3,850,290**	**1,893,510**	**816,200**
Kentucky	789,000	376,335	230,265	182,400
Tennessee	961,000	524,569	242,681	193,750
Alabama	837,000	457,225	214,375	165,400
Mississippi	512,000	193,578	128,622	189,800
East South Central	**3,099,000**	**1,551,707**	**815,943**	**731,350**
Arkansas	495,000	219,674	137,926	137,400
Louisiana	809,000	519,852	181,798	107,350
Oklahoma	680,000	410,167	161,733	108,100
Texas	2,525,000	1,744,670	507,680	272,650
West South Central	**4,509,000**	**2,894,363**	**989,137**	**625,500**
Montana	190,500	94,320	67,380	28,800
Idaho	189,500	90,972	60,978	37,550
Wyoming	91,000	53,330	27,670	10,000
Colorado	476,500	322,358	117,842	36,300
New Mexico	203,000	130,614	54,786	17,600
Arizona	276,000	179,741	88,009	8,250
Utah	220,000	148,042	49,558	22,400
Nevada	69,500	42,608	24,692	2,200
Mountain	**1,716,000**	**1,061,985**	**490,915**	**163,100**
Washington	822,000	547,781	209,869	64,350
Oregon	517,000	300,333	163,717	52,950
California	4,311,000	3,604,110	587,690	119,200
Pacific	**5,650,000**	**4,452,224**	**961,276**	**236,500**
UNITED STATES	**48,600,000**	**33,631,202**	**10,434,098**	**4,534,700**

Totals estimated by Edison Electric Institute on basis of 8 months 1957 customer bills. Farm figures represent REA estimates of June 30, 1957. The Urban customers and the Rural Non-Farm Customers follow ratios established in 1950 Housing Census. This term "Domestic Electric Customers" and this tabulation issued annually, is presented in preference to the Census figures on Occupied Dwelling Units Electricity because it maintains a continued yearly base for state as well as national market computation. These figures are used throughout all ELECTRICAL MERCHANDISING'S calculations of saturation.

INDEX OF SATURATION

JAN. 1, 1958

All figures except radio based on 48,600,000 domestic and farm electric customers. Radio based on 50,085,000 total homes.

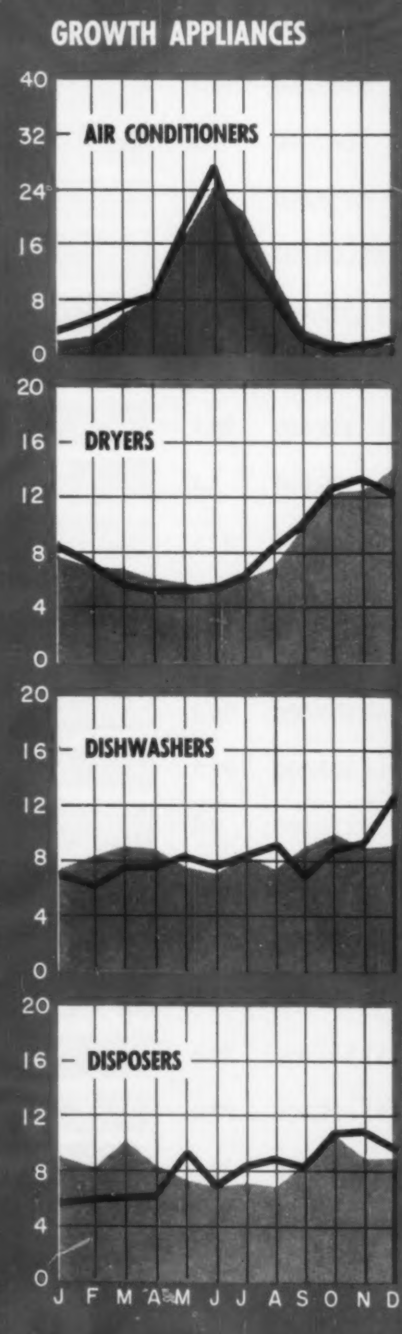
Number and Percentage of Wired Homes With			Number and Percentage of Wired Homes Without	
4,650,000	9.6	AIR CONDITIONERS (room)	43,950,000	90.4
7,400,000	15.2	BED COVERINGS	41,200,000	84.8
3,100,000	6.4	BLENDERS	45,500,000	93.6
36,400,000	74.9	*CLOCKS	12,200,000	25.1
20,500,000	42.2	COFFEE MAKERS (automatic)	28,100,000	57.8
910,000	1.9	DEHUMIDIFIERS	47,690,000	98.1
2,525,000	5.2	DISHWASHERS	46,075,000	94.8
6,650,000	13.7	DRYERS, CLOTHES (electric & gas)	41,950,000	86.3
3,645,000	7.5	FOOD WASTE DISPOSERS	44,955,000	92.5
9,350,000	19.2	FREEZERS	39,250,000	80.8
14,600,000	30.0	FRYPAN-SKILLETS	34,000,000	70.0
12,985,000	26.7	HEATERS, PORTABLE (electric)	35,615,000	73.3
17,725,000	36.5	HEATING PADS	30,875,000	63.5
11,235,000	23.1	HOTPLATES	37,365,000	76.9
4,300,000	8.8	IRONERS	44,300,000	91.2
43,500,000	89.5	IRONS (standard)	5,100,000	10.5
23,450,000	48.3	STEAM IRONS	25,150,000	51.7
22,975,000	47.3	MIXERS	25,625,000	52.7
48,500,000	96.8	**RADIO	1,585,000	3.2
14,200,000	29.2	RANGES (Standard)	34,400,000	70.8
1,110,000	2.3	RANGES (Built-In)	47,490,000	97.7
47,300,000	97.3	REFRIGERATORS	1,300,000	2.7
16,500,000	34.0	SANDWICH-WAFFLERS (combinations)	32,100,000	66.0
26,900,000	55.3	SHAVERS	21,700,000	44.7
41,800,000	86.0	**TELEVISION	6,800,000	14.0
37,800,000	77.8	TOASTERS	10,800,000	22.2
33,200,000	68.3	VACUUM CLEANERS	15,400,000	31.7
43,000,000	88.5	WASHERS, ELECTRIC	5,600,000	11.5
8,450,000	17.4	WATER HEATERS	40,150,000	82.6

*Adjusted

**NBC — ARF — RAB

HOW TO LOOK LIKE A SMART BUYER

Before you place your next order take a look at the seasonal sales patterns shown in these charts—and plan your buying to take advantage of the peaks and valleys reported by 32 of the nation's utilities



ELECTRICAL MERCHANDISING'S seventh study of national appliance, radio and TV buying habits conclusively points up the findings of earlier studies in the series.

Regardless of strictly regional buying habits, differences in climatic conditions, and varying income characteristics, the American consumer thinks in terms of an appliance purchase along a closely defined seasonal pattern.

How the Study Was Made

Readers of past studies published in ELECTRICAL MERCHANDISING as part of the annual statistical issue have repeatedly posed two questions. How are the figures arrived at? How accurate are they? It is necessary first for the reader to recognize that the chartings shown do not represent industry sales totals. Their computation is based upon the published reports of 32 utilities; 10 reporting for districts in the northeast; nine from southern states; five from the southwest; three from midwestern areas, and five from the Pacific coast. These utilities were reporting on their own sales for 1956 (if they merchandised), dealer sales in the territories they served, or both. Their reports accounted for from 10 to 22 percent of 1956 total industry sales, depending upon a particular appliance. Thus, while total industry range sales for the year amounted to 1,585,000 units, the utilities reporting in the month-by-month charting attached showed 334,507 ranges sold, or 21.1 percent of the overall national figure. In short they form an accurate picture of countrywide, month-by-month sales norms, and as such can prove of extreme value to the retailer in pre-season purchasing and inventory control.

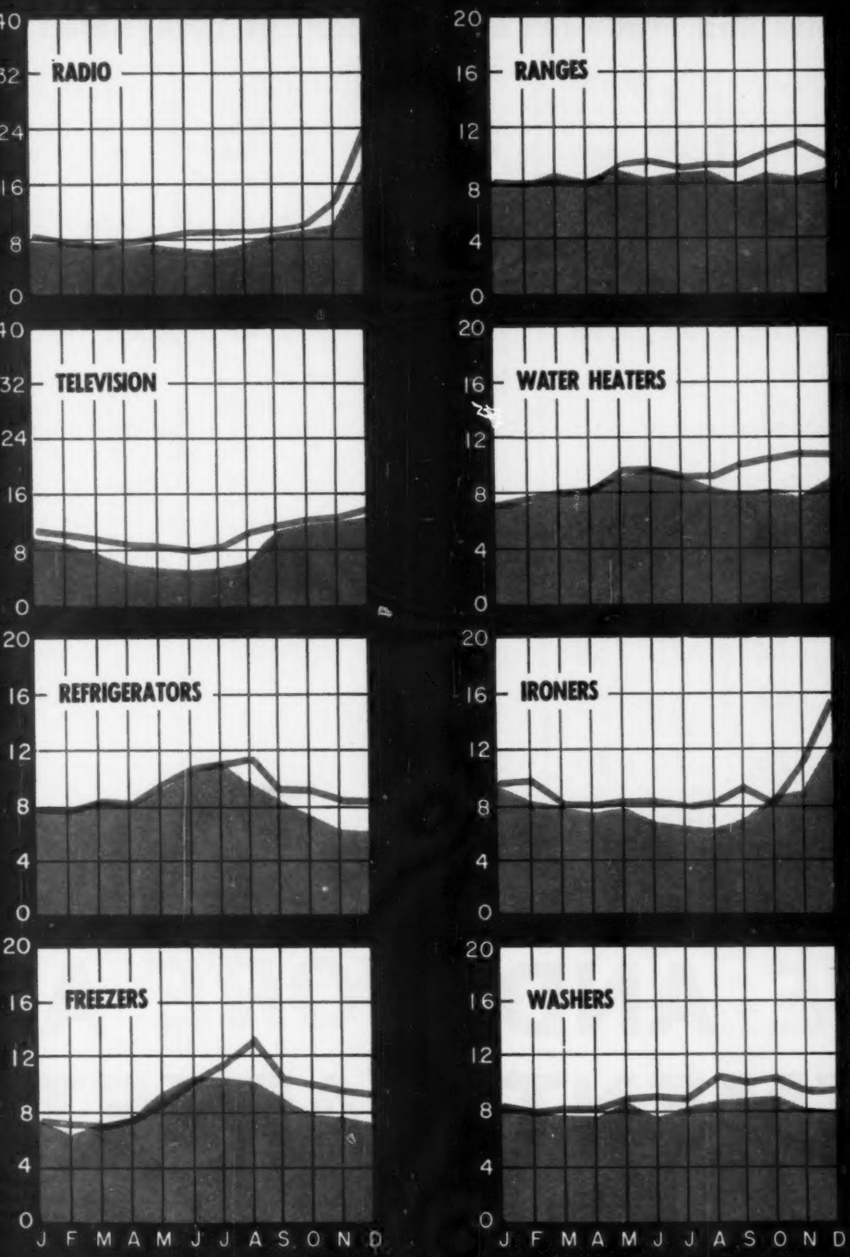
Weather Plays a Big Part

Air Conditioners. For certain of the comfort appliances the effect of the weather was a definite and important sales factor. Air conditioners, whose sales during 1956 were rated as "better than average" by one industry spokesman hit a high peak during June. 27.16 percent of the year's total sales were concluded during that month, with May taking 17.59 percent, and July, 14.46 percent. Thus almost 60 percent (59.21) of 1956 total air conditioner sales showed placement in the hands of the consumer during a three month period alone.

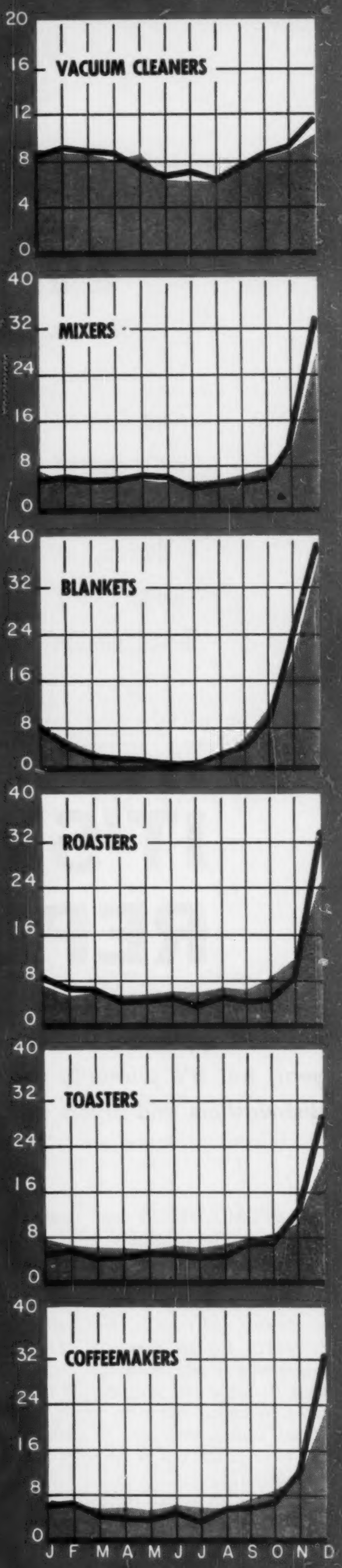
Electric Blankets, which for the five month April through August period mustered only 9.57 percent of the year's sales, started an upward climb with the first cold snap of Autumn. Starting with sales amounting to

(*Continued on page 110*)

BREAD AND BUTTER APPLIANCES



SMALL APPLIANCES



REPORTING UTILITIES . . . IN THE EAST Connecticut Light & Power Co., Pennsylvania Power & Light Co., Central Hudson Gas & Electric Corp., New Jersey Power & Light Co., New York State Electric & Gas Corp., Electric Association of Philadelphia, Pennsylvania Electric Co., The United Illuminating Co., West Penn Power Co. . . . **IN THE MIDWEST** Kansas Gas & Electric Co., The Dayton Power & Light Co., Commonwealth Edison Co. . . . **IN THE SOUTH:** Florida Power Corp., (Florida Div.), (Georgia Div.), Carolina Power & Light Co., Electric Power Board of Chattanooga, Florida Power & Light Co., Nashville Electric Service, Alabama Power Co., Tampa Electric Co., Kentucky Utilities Company, Inc. . . . **IN THE SOUTHWEST** Gulf States Utilities Co., Texas Electric Service Co., Dallas Power & Light Co., New Orleans Public Service Co., Inc., Southwestern Gas & Electric Co. . . . **IN THE WEST** Pacific Gas & Electric Co., Pacific Power & Light Co., Washington Water Power Co., Nebraska-Iowa Electrical Council, Appliance Merchandisers Association

1956 Sales 1951–1953 Average

Replacements and Trade-ins as a Percent of Total Sales

	1957		1956		1955		1954		1953		1952	
	Trade-Ins	Replace-ments	Trade-Ins	Replace-ments	Trade-Ins	Replace-ments	Trade-Ins	Replace-ments	Trade-Ins	Replace-ments	Trade-Ins	Replace-ments
Freezers	9.5	15.4	7.1	14.1	6.7	12.6	5.5	9.0	4.2	15.7	3.2	7.0
Refrigerators	46.8	79.2	54.2	77.4	45.3	72.1	49.0	69.9	47.0	74.6	59.3	73.4
Ranges	42.6	62.2	42.7	59.7	35.1	63.6	40.8	53.3	27.8	44.1	30.0	44.2
Washers	50.4	74.1	54.8	76.8	47.7	71.3	49.0	67.0	54.5	71.6	62.3	73.0
Ironers	6.5	14.9	2.8	17.1	1.9	12.7	2.6	6.9	2.2	12.8	2.0	13.2
Vacuum Cleaners	15.7	62.3	31.9	59.7	27.7	64.1	23.7	58.9	26.7	72.1	30.0	69.4
Water Heaters	10.5	44.7	12.2	43.6	7.5	51.1	10.2	49.3	6.0	37.2	7.9	18.9
Television	36.8	59.4	36.6	52.2	24.5	38.8	22.7	40.3	17.6	26.1	12.3	35.5
Dishwashers	3.0	17.9	2.8	7.4	2.5	5.9	1.2	5.0	—	—	—	—
Room Air Condit.	1.3	5.9	1.8	3.9	0.9	2.4	0.5	2.0	—	—	—	—
Dryers, Clothes	7.0	13.6	6.0	12.5	4.4	8.3	3.1	12.9	—	—	—	—

IT'S *MORE* AND *MORE* A REPLACEMENT MARKET

For most appliances the replacement ratio keeps climbing every year, but it's primarily the newer devices like freezers, TV, dishwashers and dryers that also show a growth in trade-ins

REPLACEMENTS and trade-ins continue to constitute an ever-growing proportion of total sales. As the chart above shows, dealers who responded to Electrical Merchandising's 1957 survey on replacements and trade-ins found that, out of every 100 freezers they sold, 15 went to people who already owned freezers and, in almost 10 out of 100 sales, the old freezer was taken in trade. Similarly, nearly eight out of ten washers were sold to washer owners and close to five out of ten sales involved a trade-in.

In this 12th annual survey questionnaires were mailed to 2,000 retailers across the country; 334 provided the answers on which the computations are based. Because the same dealers do not necessarily participate year after year it is statistically dangerous to make percentage point comparisons. However, certain definite trends are obvious. Some of the newer devices, for example, show a steady, year-by-year rise in both replacement and trade-in percentages. Clothes dryers, which in 1954 had a replacement ratio of 12.9, now stand at 13.6, and trade-ins have risen in the same period from 3.1 percent of total sales to seven percent. Dishwashers have pentrated even further into a replacement market—even though total saturation is considerably less—with 17.9 percent in 1957 as compared with five percent in 1954. Even the three percent of dishwasher sales that involve a trade-in today, represent a small though steady increase from the 1.2 percent of 1954.

Television, the fastest growing post-war product, is now close to some of the old-timers with respect to replacements and trade-ins. The replacement percentage has jumped from 35.5 in 1952 to 59.4 and the trade-in ratio has increased even more proportionately—from 12.3 to 36.8.

No Pattern for All

Some appliances, oddly enough, haven't followed any very consistent pattern. Refrigerators, for example, have become more and more of a replacement item every year, but the percentage of sales involving trade-ins dropped from 54.2 in 1956 to 46.8 in 1957. Washers have not been consistent in either replacements or trade-ins. Both figures have varied from year to year. Their 1957 trade-in ratio of 50.4 is higher than in most years, but it is below the 62.3 percent figure set

in 1952; their replacement ratio is lower than in 1956 but higher than in any other year.

The 1957 replacement ratio for electric ranges of 62.2 is close to the all-time high of 63.6 established in 1955 and the trade-in ratio of 42.6 is almost identical with the 1956 high of 42.7.

One of the most erratic performers of all is the vacuum cleaner. Here the replacement ratio has varied from a high of 72.1 in 1953 to a low of 58.9 in 1954. In 1957 it moved up a little to 62.3 from the 1956 figure of 59.7. Oddly, the trade-in ratio for vacuum cleaners was lower in 1957—with 15.7—than in any year charted, which might indicate that, despite industry efforts to the contrary, consumers and dealers regard the cleaner as an electric houseware and not as a major appliance. This supposition is borne out by the table below, which shows that in 1957 only 50.9 percent of the responding dealers would accept vacuum cleaners in trade.

Percent of Dealers Handling Trade-Ins

	1957	1956	1955	1954
Refrig.	81.3	81.8	81.7	79.9
Freezers	34.3	24.6	26.3	15.3
Air Cond.	15.3	11.9	11.5	4.7
Ranges	70.9	69.1	73.3	72.1
Wat. Heat.	20.6	24.0	20.6	26.1
Washers	78.5	80.1	74.5	77.2
Ironers	15.3	6.5	5.9	7.4
Dryers	31.0	24.7	16.0	10.9
Vac Clean.	50.9	58.7	55.3	51.5
Dishwash.	18.6	10.3	11.8	4.5
TV	80.1	73.6	71.5	54.7

It's interesting to note from this table that vacuum cleaners and water heaters are the only two appliances on which trade-ins have declined. Other newer appliances progressing toward mass acceptance reflect this in dealer willingness to accept them in trade.

More Selling, More Sold

Table 1 shows that every product listed except ironers and ranges were sold by more dealers in 1957 than in 1956. Table 2 shows that, with the exception of water heaters, more units of all these products were sold in 1957 than in 1956.

What dealers did with their trade-ins during 1957 (Table 5) shows few important variations from 1956. The outstanding ones are the sharp increase in the percentage of traded-in dryers junked (18 as compared with 8.5), the steady growth in junking of TV sets (from 16.5 percent in 1955 to 21.4 in 1956 and 25.7 in 1957), and the growing junking rate of freezers (7.6 in 1956 and 11.8 in 1957). The most significant variation in the on-hand figures is the decline in the number of traded-in air conditioners still in dealer possession. The ratio dropped from 22.9 in 1956 to 12.5 in 1957—indicating that dealers are finding a ready market for used units.

If there are any overall conclusions to be drawn from the survey they are two: (1) that because of an increase in mass-marketing and discount-type of competition, many dealers are not necessarily taking more appliances in on trade, even though (2) the replacement market is continually growing. This is quite obviously true in the case of regfrigerators—the replacement ratio has continually increased while the 1957 trade-in ratio is lower than at any point in the seven years charted except for 1955. End

TABLE 1 What Dealers Sell

Product	Percent Dealers Selling 1957	1956	1955
Refrigerators	86.5	85.9	78.2
Freezers	72.5	70.0	68.1
Room Air Conditioners	74.6	67.4	68.1
Ranges	79.3	79.8	76.9
Water Heaters	59.6	53.1	61.6
Washers	91.0	86.4	79.2
Ironers	25.4	27.6	33.0
Dryers	85.3	78.0	69.4
Vacuum Cleaners	70.4	68.2	67.1
Dishwashers	58.4	43.0	38.8
Television	82.0	77.4	78.8

TABLE 2 Avg. Number Sold

Product	No. Dealers Reporting Sales Figures 1957	1956	Average Units Sold Per Dealer 8 Months 1957	1956
Refrigerators	289	286	46	42
Freezers	242	236	11	9
Room Air Conditioners	249	227	29	20
Ranges	265	269	20	17
Water Heaters	199	179	8	8
Washers	303	291	50	50
Ironers	85	93	5	4
Clothes Dryers	284	263	21	18
Vacuum Cleaners	234	230	24	17
Dishwashers	194	145	9	6
Television	272	261	65	63

TABLE 3 Replacement Sales Jan.-Aug., 1957

No. Dlrs. Reporting		Total Units Sold	NEW Sales (to homes without)	REPLACEMENT Sales (to homes with)
267	Refrigerators	11,661	2,422 (20.8%)	9,239 (79.2%)
221	Freezers	2,588	2,189 (84.6%)	399 (15.4%)
225	Room Air Cond'rs.	5,883	5,537 (94.1%)	346 (5.9%)
252	Ranges	4,921	1,859 (37.8%)	3,062 (62.2%)
179	Water Heaters	1,337	739 (55.3%)	598 (44.7%)
289	Washers	14,041	3,641 (25.9%)	10,400 (74.1%)
74	Ironers	389	331 (85.1%)	58 (14.9%)
267	Clothes Dryers	4,775	4,125 (86.4%)	650 (13.6%)
215	Vacuum Cleaners	4,719	1,780 (37.7%)	2,939 (62.3%)
176	Dishwashers	1,566	1,285 (82.1%)	281 (17.9%)
255	Television	16,474	6,690 (40.6%)	9,784 (59.4%)

TABLE 4 Trade-In Volume

Number Dealers Reporting		Trade-Ins Versus Total Volume (Jan.-Aug. 1957) Total Units Sold	Number Trade-Ins Accepted	% Trade-Ins to Unit Sales
283	Refrigerators	13,033	6,101	46.8%
240	Freezers	2,757	263	9.5
248	Room Air Conditioners	7,141	96	1.3
258	Ranges	5,193	2,210	42.6
199	Water Heaters	1,539	162	10.5
296	Washers	14,916	7,525	50.4
85	Ironers	434	28	6.5
282	Dryers	5,491	383	7.0
229	Vacuum Cleaners	5,996	942	15.7
193	Dishwashers	1,673	50	3.0
265	Television	17,334	6,385	36.8

TABLE 5 What Dealers Did With Trade-Ins

Product		No. Dealers Handling Trade-Ins	Number of Trade-Ins Accepted	Junked	Rebuilt & Resold	Resold As-Is	On Hand
Refrigerators	1957	224	5,868	28.1%	30.4%	30.2%	11.3%
	1956	222	6,136	25.5	34.9	27.9	11.7
Freezers	1957	81	263	11.8	21.7	52.8	13.7
	1956	57	132	7.6	27.3	50.0	15.1
Room Air Condit.	1957	37	96	10.4	43.8	33.3	12.5
	1956	26	70	12.9	17.1	47.1	22.9
Ranges	1957	180	2,188	31.4	24.7	31.8	12.1
	1956	176	1,930	37.7	25.4	22.2	14.7
Water Heaters	1957	41	162	75.3	4.3	8.7	11.7
	1956	41	158	73.4	4.4	15.2	7.0
Washers	1957	225	7,342	40.8	26.6	20.5	12.1
	1956	224	7,714	41.9	27.7	18.6	11.8
Ironers	1957	13	28	46.4	14.3	25.0	14.3
	1956	6	11	36.4	36.4	9.1	18.1
Dryers	1957	85	383	18.0	32.6	31.1	18.3
	1956	62	294	8.5	55.4	18.4	17.7
Vacuum Cleaners	1957	112	927	53.6	20.5	12.2	13.7
	1956	127	1,144	57.6	16.6	14.6	11.2
Dishwashers	1957	35	50	38.0	2.0	24.0	36.0
	1956	15	23	43.5	17.4	8.7	30.4
Television	1957	204	6,197	25.7	42.1	19.6	12.6
	1956	174	5,425	21.4	43.8	21.2	13.6

Exports OF APPLIANCES, RADIO AND TELEVISION, 1948-1957

	Refrigerators	Freezers	Ranges	Washers Automatic	Washers Conventional	Vacuum Cleaners	Sewing Machines	Irons
1957 Units	186,454	35,054	12,254	35,286	18,783	59,313	27,281	76,909
Dollars (7 Months)	30,557,960	6,415,231	1,730,279	5,357,514	1,845,731	2,085,580	1,539,023	480,501
1956 Units	318,110	55,805	29,497	57,963	34,333	90,468	38,416	171,507
Dollars	51,114,723	10,344,105	3,338,074	8,312,691	3,189,008	3,723,176	2,072,870	1,025,044
1955 Units	303,632	56,758	33,910	43,642	39,000	69,061	50,733	170,101
Dollars	49,072,973	11,568,622	4,127,776	6,558,011	3,225,068	2,582,265	3,081,107	979,969
1954 Units	289,651	31,978	24,528	36,945	42,567	50,121	39,465	168,660
Dollars	47,956,193	6,903,035	3,179,152	6,072,069	3,735,700	1,807,831	2,522,578	1,066,790
1953 Units	363,411	40,193	22,005	25,060	55,327	55,689	41,978	155,242
Dollars	59,998,677	8,971,394	3,012,739	4,131,676	4,622,977	2,207,613	2,419,678	933,641
1952 Units	373,626	21,776	15,383	34,816	25,842	26,273	57,300	158,475
Dollars	60,810,193	4,921,315	2,159,530	5,013,178	2,341,359	1,160,722	3,438,284	888,413
1951 Units	343,622	33,734	13,208	27,230	35,210	18,089	93,193	206,725
Dollars	55,005,023	5,635,234	1,859,652	2,585,510	5,007,182	688,752	6,185,333	1,154,835
1950 Units	199,558	...	5,841	25,548	27,034	19,966	50,829	241,471
Dollars	29,736,971	...	769,360	2,212,596	3,799,508	691,900	2,844,209	1,095,984
1949 Units	166,242	...	6,496	27,092	29,795	27,841	47,016	243,727
Dollars	26,814,489	...	978,796	2,279,458	3,709,464	841,610	2,945,234	1,027,889
1948 Units	271,353	...	13,469	← 70,594 →		51,511	58,902	354,964
Dollars	41,469,892	...	1,955,840	← 7,308,072 →		2,161,147	3,854,363	1,580,783

	Radio	Television	Mixers, Juicers, Blenders	Water Heaters	Clocks	Dishwashers	Fans	Portable Electric Tools
1957 Units	161,043	78,136	99,482	11,969	93,086	5,253	191,820	141,355
Dollars (7 Months)	3,977,474	9,364,280	1,643,827	616,635	419,548	813,606	2,641,887	3,677,987
1956 Units	322,354	170,454	222,769	21,698	214,440	8,885	276,240	241,702
Dollars	7,539,380	20,338,774	3,682,996	1,130,435	1,037,107	1,382,527	4,103,812	6,130,336
1955 Units	367,549	94,270	174,223	22,103	212,454	5,491	247,649	215,715
Dollars	8,844,668	11,389,055	2,876,553	1,172,613	1,017,061	907,651	3,779,402	5,134,087
1954 Units	308,039	136,737	164,808	19,919	169,736	3,855	224,636	167,017
Dollars	7,824,218	17,902,677	2,704,321	1,105,388	884,068	709,797	3,910,561	4,012,002
1953 Units	360,600	151,949	203,475	19,274	217,088	3,422	201,290	151,634
Dollars	9,047,834	24,435,046	3,014,913	1,027,592	1,106,109	629,913	3,521,412	4,235,334
1952 Units	407,761	106,731	134,777	13,691	174,818	3,077	152,254	60,982
Dollars	10,332,732	16,672,884	2,175,009	753,222	868,130	639,555	2,876,269	1,945,490
1951 Units	← 304,968 →		138,354	9,808	241,544	...	115,737	107,085
Dollars	← 22,897,066 →		2,423,481	613,391	960,612	...	2,047,105	3,444,363
1950 Units	← 422,958 →		94,736	5,803	315,303	...	102,623	61,789
Dollars	← 15,830,662 →		1,403,925	319,947	1,094,432	...	1,471,329	2,166,850
1949 Units	← 523,898 →		94,267	5,067	259,840	...	...	...
Dollars	← 17,075,828 →		1,583,162	334,560	899,328	...	...	...
1948 Units	← 710,490 →		...	...	192,831	...	...	...
Dollars	← 28,132,276 →		...	...	791,928	...	...	...

Prepared by Market Analysis Department, ELECTRICAL MERCHANDISING from Series FT-410, Part II, U. S. Department of Commerce, Bureau of Census.

Market Studies...Your keys to product sales planning

	PAGE

Market Study Drawings by
TOM FUNK

These 19 separate market studies cover TV, radio and virtually every appliance sold . . .

Whether you're a big or little dealer, a distributor, or even a manufacturer, you'll find here the practical tools you need to evaluate your 1957 performance against that of the industry . . .

And, more important, you'll find answers to hundreds of the questions that will determine your success in 1958—such as:

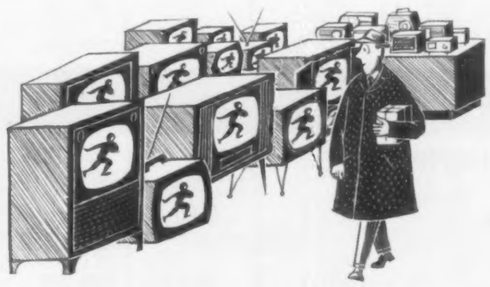
What effect will the new stereo discs have on record player sales?

What is price competition doing to vacuum cleaner selling methods?

How much of an increase should you get in combination washer-dryers?

How will you be affected by the carryover of air conditioners?

Is it possible that discount house merchandising may actually help dishwasher sales?



What effect should transistor radios have on your radio volume?

How big a proportion of TV consoles should you sell to keep pace with the industry?

Are your built-in range sales growing as fast as they should?

Laundry Equipment

Combination washer-dryers jump 80 percent in units, but dryers and automatic washers decline from record level of 1956. Mountain and East South Central states lead as best washer markets

THE home laundry equipment business is here to stay. Despite a softening in business generally, despite a virtual "recession" in the consumer durable goods field, the business of selling washers, dryers and ironers—in the face of high saturation, or public ownership—declined from the all-time record of 1956 only a little over 13 percent in units and less than 10 percent in dollar volume. People obviously want these products.

In the pace-setting year of 1956, a total of 6,232,200 units of home laundry equipment was sold, for a dollar volume of $1,502,945,000—a dollar volume comparable to the refrigerator-freezer industry combined and one only slightly behind the combined radio-television business. Over 1½ billion dollars in laundry equipment alone—more than the entire appliance-radio business amounted to in pre-war 1941!

Last year did not set a new record. We sold 5,409,000 units of home laundry equipment for a total dollar volume of $1,362,735,000, or 13.21 percent less in units and 9.33 percent in dollars than 1956.

Breaking down these figures, a couple of significant "trend" facts emerge: automatic washers are increasing their share of the market over conventional washers (wringers); combination washer-dryers are beginning to increase their share of the replacement market; dryer sales declined for the first time since their introduction in 1944; the ratio of gas to electric dryer sales increased at a rate that should set the electrical industry to

(Continued on page 242)

3 Year Sales Summary—WASHERS

AUTOMATIC & SEMI-AUTOMATIC:	1957	1956	1955
Units Sold	2,865,000	3,314,000	3,123,000
Average Retail Price	$280	$275	$271
Retail Value	$802,200,000	$911,350,000	$845,407,000
WRINGER & SPINNER:			
Units Sold	990,000	1,228,000	1,268,000
Average Retail Price	$155	$151	$148
Retail Value	$153,450,000	$185,428,000	$187,030,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	43,000,000	41,175,000	38,700,000
Homes Without	5,600,000	6,240,000	7,300,000

SALES BY STATES 1946-1956

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut
New England

New York
New Jersey
Pennsylvania
Middle Atlantic

Ohio
Indiana
Illinois
Michigan
Wisconsin
East North Central

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas
West North Central

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida
South Atlantic

Kentucky
Tennessee
Alabama
Mississippi
East South Central

Arkansas
Louisiana
Oklahoma
Texas
West South Central

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada
Mountain

Washington
Oregon
California
Pacific

UNITED STATES

WASHERS				DRYERS				IRONERS			
1956 Unit Sales	1956 % of Market	Total 11 Years 1946–1956	Average % of Market 1946–1956	1956 Unit Sales	1956 % of Market	Total 10 Years 1947–1956	Average % of Market 1947–1956	1956 Unit Sales	1956 % of Market	Total 11 Years 1946–1956	Average % of Market 1946–1956
22,155	0.49%	195,739	.50%	6,422	0.40%	21,203	.34%	112	0.19%	11,206	.40%
14,017	0.31	110,108	.28	3,532	0.22	13,212	.21	94	0.16	5,814	.21
8,591	0.19	72,831	.18	2,248	0.14	7,078	.11	47	0.08	3,652	.13
141,523	3.13	1,263,813	3.19	30,986	1.93	122,715	1.94	966	1.64	76,220	2.72
20,799	0.46	215,293	.54	4,335	0.27	21,821	.35	118	0.20	14,087	.50
75,961	1.68	586,884	1.48	18,463	1.15	74,728	1.18	671	1.14	65,372	2.33
283,046	**6.26**	**2,444,668**	**6.17**	**65,986**	**4.11**	**260,757**	**4.13**	**2,008**	**3.41**	**176,351**	**6.29**
372,571	8.24	3,419,950	8.64	104,197	6.49	417,394	6.61	1,666	2.83	229,594	8.20
152,827	3.38	1,213,987	3.07	40,780	2.54	153,008	2.42	1,608	2.73	71,570	2.55
340,017	7.52	3,077,695	7.77	154,609	9.63	562,091	8.91	5,040	8.56	230,480	8.23
865,415	**19.14**	**7,711,632**	**19.48**	**299,586**	**18.66**	**1,132,493**	**17.94**	**8,314**	**14.12**	**531,644**	**18.98**
271,290	6.00	2,501,027	6.32	159,105	9.91	700,184	11.09	5,158	8.76	244,730	8.73
128,410	2.84	1,110,902	2.80	76,101	4.74	317,006	5.02	1,978	3.36	84,527	3.03
258,178	5.71	2,275,167	5.74	113,027	7.04	481,706	7.63	2,361	4.01	189,623	6.77
215,223	4.76	1,816,542	4.59	128,600	8.01	531,335	8.42	6,583	11.18	222,072	7.93
95,404	2.11	834,373	2.11	48,647	3.03	199,948	3.17	730	1.24	57,003	2.03
968,505	**21.42**	**8,538,011**	**21.56**	**525,480**	**32.73**	**2,230,179**	**35.33**	**16,810**	**28.55**	**797,955**	**28.49**
75,057	1.66	724,835	1.83	40,298	2.51	177,066	2.81	1,814	3.08	64,544	2.30
62,849	1.39	662,348	1.67	31,789	1.98	143,152	2.27	712	1.21	55,585	1.99
121,176	2.68	1,212,142	3.06	39,977	2.49	171,787	2.72	2,114	3.59	87,311	3.12
11,303	0.25	138,596	.35	8,509	0.53	41,964	.66	194	0.33	13,267	.47
11,756	0.26	154,605	.39	6,904	0.43	38,621	.61	247	0.42	13,215	.47
32,555	0.72	359,146	.91	16,376	1.02	80,308	1.27	236	0.40	30,695	1.10
48,380	1.07	434,271	1.10	17,981	1.12	64,240	1.02	1,360	2.31	31,927	1.14
363,076	**8.03**	**3,685,943**	**9.31**	**161,834**	**10.08**	**717,138**	**11.36**	**6,677**	**11.34**	**296,544**	**10.59**
11,304	0.25	91,349	.23	4,174	0.26	15,204	.24	94	0.16	5,621	.20
63,753	1.41	525,250	1.33	15,252	0.95	48,966	.78	842	1.43	32,816	1.17
36,172	0.80	396,977	1.00	13,326	0.83	64,043	1.01	277	0.47	31,080	1.11
82,291	1.82	648,223	1.64	14,610	0.91	41,283	.65	318	0.54	23,025	.82
50,189	1.11	514,912	1.30	24,083	1.50	74,285	1.18	265	0.45	31,478	1.13
102,186	2.26	857,452	2.17	9,473	0.59	32,985	.52	224	0.38	25,283	.90
41,146	0.91	336,627	.85	3,372	0.21	12,391	.20	29	0.05	9,001	.32
107,160	2.37	837,469	2.11	14,128	0.88	45,860	.73	383	0.65	30,319	1.08
119,367	2.64	793,952	2.00	17,339	1.08	51,868	.82	465	0.79	30,729	1.10
613,568	**13.57**	**5,002,211**	**12.63**	**115,757**	**7.21**	**386,885**	**6.13**	**2,897**	**4.92**	**219,352**	**7.83**
63,753	1.41	563,257	1.42	16,216	1.01	52,109	.83	495	0.84	21,839	.78
91,334	2.02	913,257	2.31	20,550	1.28	64,973	1.03	453	0.77	33,640	1.20
78,222	1.73	586,721	1.48	10,436	0.65	30,883	.49	130	0.22	14,292	.51
35,720	0.79	316,344	.80	3,853	0.24	13,473	.21	47	0.08	9,728	.35
269,029	**5.95**	**2,379,579**	**6.01**	**51,055**	**3.18**	**161,438**	**2.56**	**1,125**	**1.91**	**79,499**	**2.84**
37,076	0.82	344,094	.87	4,174	0.26	14,276	.23	41	0.07	12,757	.46
89,526	1.98	727,239	1.83	18,785	1.17	54,544	.86	324	0.55	25,709	.92
52,902	1.17	435,102	1.10	13,326	0.83	37,499	.59	789	1.34	31,413	1.12
250,039	5.53	2,097,753	5.30	42,385	2.64	136,774	2.17	2,673	4.54	110,425	3.94
429,543	**9.50**	**3,604,188**	**9.10**	**78,670**	**4.90**	**243,093**	**3.85**	**3,827**	**6.50**	**180,304**	**6.44**
15,373	0.34	148,362	.38	10,275	0.64	38,547	.61	359	0.61	15,461	.55
15,374	0.34	137,074	.35	10,275	0.64	38,142	.60	1,784	3.03	13,423	.48
6,330	0.14	58,653	.15	3,051	0.19	12,560	.20	135	0.23	4,640	.16
49,737	1.10	404,962	1.02	16,376	1.02	50,902	.81	1,749	2.97	31,339	1.12
18,990	0.42	136,404	.34	4,014	0.25	11,120	.18	406	0.69	9,642	.34
28,033	0.62	213,486	.54	2,569	0.16	8,532	.13	1,266	2.15	12,432	.44
21,703	0.48	211,004	.53	9,151	0.57	34,878	.55	2,585	4.39	26,789	.96
6,782	0.15	67,971	.17	1,766	0.11	11,131	.18	624	1.06	6,613	.24
162,322	**3.59**	**1,377,916**	**3.48**	**57,477**	**3.58**	**205,812**	**3.26**	**8,908**	**15.13**	**120,339**	**4.29**
79,126	1.75	720,122	1.82	61,972	3.86	276,431	4.38	1,496	2.54	64,875	2.31
43,859	0.97	478,399	1.21	34,197	2.13	171,644	2.72	1,089	1.85	45,906	1.64
444,011	9.82	3,653,858	9.23	153,486	9.56	526,066	8.34	5,729	9.73	288,574	10.30
566,996	**12.54**	**4,852,379**	**12.26**	**249,655**	**15.55**	**974,141**	**15.44**	**8,314**	**14.12**	**399,355**	**14.25**
4,521,500	**100.00%**	**39,596,527**	**100.00%**	**1,605,500**	**100.00%**	**6,311,936**	**100.00%**	**58,880**	**100.00%**	**2,801,343**	**100.00%**

(Manufacturers' Shipments, Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by America Home Laundry Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

SALES BY STATES

1946-1956

	REFRIGERATORS				FREEZERS			
	1956 Unit Sales	1956 % of Market	Total 11 Years 1946-1956	Average % of Market 1946-1956	1956 Unit Sales	1956 % of Market	Total 9 Years 1948-1956	Average % of Market 1948-1956
Maine	13,866	0.41%	206,574	.51%	3,768	0.41%	37,231	.46%
New Hampshire	8,455	0.25	128,952	.32	919	0.10	18,312	.22
Vermont	5,749	0.17	71,766	.18	1,562	0.17	14,183	.17
Massachusetts	95,711	2.83	1,109,734	2.72	7,720	0.84	103,775	1.27
Rhode Island	16,234	0.48	313,856	.77	643	0.07	17,330	.21
Connecticut	48,701	1.44	576,709	1.41	7,168	0.78	81,322	1.00
New England	**188,716**	**5.58**	**2,407,591**	**5.91**	**21,780**	**2.37**	**272,153**	**3.33**
New York	382,504	11.31	4,506,172	11.06	37,495	4.08	441,489	5.40
New Jersey	113,297	3.35	1,358,515	3.34	14,245	1.55	159,720	1.96
Pennsylvania	210,022	6.21	2,698,542	6.63	45,582	4.96	469,623	5.75
Middle Atlantic	**705,823**	**20.87**	**8,563,229**	**21.03**	**97,322**	**10.59**	**1,070,832**	**13.11**
Ohio	185,672	5.49	2,239,415	5.50	46,226	5.03	495,517	6.07
Indiana	106,195	3.14	1,138,042	2.79	32,624	3.55	285,375	3.49
Illinois	191,759	5.67	2,271,038	5.58	48,064	5.23	425,607	5.21
Michigan	179,922	5.32	1,806,139	4.43	32,808	3.57	291,119	3.56
Wisconsin	62,229	1.84	784,144	1.93	19,667	2.14	202,068	2.47
East North Central	**725,777**	**21.46**	**8,238,778**	**20.23**	**179,389**	**19.52**	**1,699,686**	**20.80**
Minnesota	53,097	1.57	706,458	1.73	23,342	2.54	209,570	2.56
Iowa	36,187	1.07	644,985	1.58	18,564	2.02	227,928	2.79
Missouri	87,256	2.58	1,277,326	3.14	36,025	3.92	287,577	3.52
North Dakota	6,088	0.18	153,159	.38	6,525	0.71	85,522	1.05
South Dakota	6,088	0.18	155,633	.38	4,595	0.50	81,422	1.00
Nebraska	23,336	0.69	374,913	.92	9,006	0.98	153,017	1.87
Kansas	35,849	1.06	415,398	1.02	11,763	1.28	123,013	1.51
West North Central	**247,901**	**7.33**	**3,727,872**	**9.15**	**109,820**	**11.95**	**1,168,049**	**14.30**
Delaware	7,102	0.21	98,260	.24	1,930	0.21	18,787	.23
Maryland	50,054	1.48	596,384	1.46	12,499	1.36	100,838	1.23
District of Columbia	39,908	1.18	536,772	1.32	10,752	1.17	87,661	1.07
Virginia	66,625	1.97	686,122	1.69	20,953	2.28	141,442	1.73
West Virginia	32,467	0.96	504,170	1.24	10,844	1.18	96,860	1.19
North Carolina	68,316	2.02	913,098	2.24	36,576	3.98	233,467	2.86
South Carolina	32,805	0.97	437,200	1.07	14,153	1.54	103,260	1.26
Georgia	75,419	2.23	866,931	2.13	33,727	3.67	207,899	2.55
Florida	129,531	3.83	1,115,639	2.74	25,456	2.77	164,865	2.02
South Atlantic	**502,227**	**14.85**	**5,754,576**	**14.13**	**166,890**	**18.16**	**1,155,079**	**14.14**
Kentucky	48,701	1.44	619,371	1.52	19,207	2.09	129,120	1.58
Tennessee	54,450	1.61	911,795	2.24	33,084	3.60	197,754	2.42
Alabama	52,759	1.56	641,828	1.58	23,618	2.57	146,303	1.79
Mississippi	29,085	0.86	425,382	1.04	18,656	2.03	128,436	1.58
East South Central	**184,995**	**5.47**	**2,598,376**	**6.38**	**94,565**	**10.29**	**601,613**	**7.37**
Arkansas	31,453	0.93	465,161	1.14	14,061	1.53	116,669	1.43
Louisiana	61,552	1.82	712,312	1.75	28,949	3.15	218,606	2.68
Oklahoma	47,686	1.41	575,235	1.41	10,660	1.16	120,433	1.47
Texas	180,937	5.35	2,209,875	5.43	62,584	6.81	551,429	6.75
West South Central	**321,628**	**9.51**	**3,962,583**	**9.73**	**116,254**	**12.65**	**1,007,137**	**12.33**
Montana	9,132	0.27	131,794	.32	5,606	0.61	65,749	.80
Idaho	8,793	0.26	119,207	.29	5,790	0.63	49,943	.61
Wyoming	3,382	0.10	55,665	.14	1,838	0.20	24,697	.30
Colorado	30,776	0.91	387,767	.95	10,660	1.16	110,031	1.35
New Mexico	13,528	0.40	130,114	.32	6,985	0.76	42,827	.52
Arizona	21,645	0.64	219,396	.54	5,790	0.63	43,185	.53
Utah	14,204	0.42	176,807	.43	4,319	0.47	60,942	.75
Nevada	4,735	0.14	67,016	.17	1,470	0.16	17,611	.22
Mountain	**106,195**	**3.14**	**1,287,766**	**3.16**	**42,458**	**4.62**	**414,985**	**5.08**
Washington	43,628	1.29	548,551	1.35	24,078	2.62	137,698	1.69
Oregon	25,365	0.75	403,185	.99	12,315	1.34	126,733	1.55
California	329,745	9.75	3,232,418	7.94	54,129	5.89	514,235	6.30
Pacific	**398,738**	**11.79**	**4,184,154**	**10.28**	**90,522**	**9.85**	**778,666**	**9.54**
UNITED STATES	**3,382,000**	100.00%	**40,724,925**	100.00%	**919,000**	100.00%	**8,168,200**	100.00%

(Manufacturers' Shipments, Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by the National Electrical Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

Refrigerators and Freezers

Radical design innovations and a drop in prices aren't enough to keep refrigerators from an 11 percent drop in sales. Freezers slide six percent. Both are expected to gain in 1958

THE refrigerator-freezer industry in 1957 followed the general pattern of the whole appliance industry in showing a decline in sales. Increasingly, of course, refrigerators and freezers are becoming more and more inseparable. Combination units are still taking a larger share of the market. For that reason, let's look at a figure for the overall refrigerator-freezer business in 1957. It shows 4,275,000 units sold for a total dollar volume of \$1,418,875,000. In the previous year of 1956, total refrigerator-freezer units sold were 4,675,000 for a total dollar volume of \$1,582,700,000. Total business, therefore, was off 8.56 percent in units and 10.35 percent in dollars. Despite this decline the combined refrigerator-freezer industry still remained one of the "big three"—roughly equalling the combined home laundry business and the radio-TV business.

On refrigerators alone the year 1957 saw 3,350,000 units sold, at an average retail price of \$320, for a total dollar volume of \$1,072,000,000. This compared to 3,700,000 units, retailing at an average price of \$325, for a total dollar volume of \$1,202,500,000. Refrigerator business, therefore, was off 9.46 percent in units and 10.85 percent in dollars.

Home freezer business shared in the decline, but not quite so sharply. A total of 925,000 units were sold in 1957, at an average retail price of \$375, for a total dollar volume of \$346,875,000. The previous year's freezer business saw 975,000 units sold, at an average retail price of \$390, for a total dollar volume of \$380,200,000. Freezer business therefore, registered only half the decline of the refrigerator business. It was off 5.13 percent in units and 8.77 percent in dollar volume.

Replacements and Trade-ins

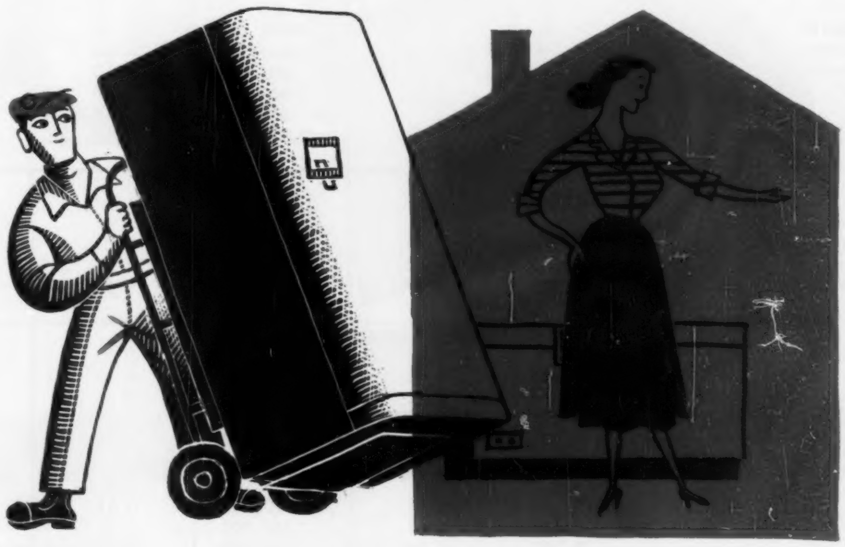
Despite major manufacturers' efforts, through radical design innovations, aimed at obsoleting millions of refrigerators in homes that are ten years old or more, the public showed an unwillingness to be stampeded. And the present high saturation, estimated at 97 percent on refrigerators and 20 percent on freezers, makes the marketing problem that much more complicated. Some of these problems were made manifest in our annual replacement and trade-in survey. Over 300 dealers supplied us with information on their refrigerator-freezer selling practices. The survey showed that 86.5 percent of the dealers were selling refrigerators and 72.5 percent were selling freezers. Based on eight months sales in 1957, dealers were averaging 58 refrigerator sales per year and 14 freezer sales. But the fact that we are selling in a replacement market is proved by the figure of 79.2 percent of refrigerator sales going as replacements and only 20.8 percent as sales to homes without boxes (and a good portion of there were probably new homes). Freezers, on the other hand, showed only 15.4 percent going for replacements and 84.6 going to non-owners. The percent of dealers accepting refrigerator trade-ins was naturally high—81.3 percent; on freezers it was 34.3 percent. But the trade-ins actually involved in the sales was only 46.8 percent in the case of refrigerators and 9.5 percent for freezers. Obviously, a lot of customers are keeping their old box as a standby, or for additional storage, are giving them away or selling them privately, or just junking them.

How are dealers disposing of the refrigerator units taken in trade? A flat 28.1 percent are junked outright; 30.4 percent are rebuilt and then resold; 30.2 percent are resold "as is" and 11.3 percent were still on hand in the shop. On freezers taken in trade, 11.8 percent are junked; 21.7 percent are rebuilt and resold; 52.8 percent are sold "as is" which means that a good half of freezers taken in must be in good working condition, and 13.7 percent are still on hand.

Bigger Units

One good indicator of the continuing trend to refrigerator-freezer combinations is provided in NEMA's analysis of two-door models to total shipments. Five years ago, in 1952, only 8.77 percent were two-door models. The figure rose each succeeding year to 19.66 in 1956 and looks as though it should reach about 25 percent in 1957. Another indication is the cubic-foot size breakdown. For

(*Continued on page 251*)



3 Year Sales Summary—REFRIGERATORS

	1957	1956	1955
Units Sold	3,350,000	3,700,000	4,200,000
Average Retail Price	\$320	\$325	\$315
Retail Value	\$1,072,000,000	\$1,202,500,000	\$1,323,000,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	47,300,000	45,500,000	43,300,000
Homes Without	1,300,000	1,915,000	2,700,000

SALES BY STATES 1946-1956

	ELECTRIC RANGES				ELECTRIC WATER HEATERS			
	1956 Unit Sales	1956 % of Market	Total 11 Years 1946–1956	Average % of Market 1946–1956	1956 Unit Sales	1956 % of Market	Total 10 Years 1947–1956	Average % of Market 1947–1956
Maine	8,725	0.56%	88,166	0.62%	6,954	0.82%	63,395	0.74%
New Hampshire	6,388	0.41	60,789	0.42	3,307	0.39	32,818	0.38
Vermont	3,739	0.24	29,408	0.21	2,883	0.34	19,716	0.23
Massachusetts	51,258	3.29	426,132	2.97	13,398	1.58	167,195	1.95
Rhode Island	9,816	0.63	105,628	0.74	2,799	0.33	27,570	0.32
Connecticut	33,341	2.14	265,139	1.85	10,939	1.29	130,201	1.52
New England	**113,267**	**7.27**	**975,262**	**6.81**	**40,280**	**4.75**	**440,895**	**5.14**
New York	86,002	5.52	771,929	5.39	36,209	4.27	385,234	4.49
New Jersey	30,225	1.94	254,520	1.78	13,653	1.61	158,397	1.85
Pennsylvania	102,828	6.60	977,549	6.82	55,205	6.51	642,001	7.49
Middle Atlantic	**219,055**	**14.06**	**2,003,998**	**13.99**	**105,067**	**12.39**	**1,185,632**	**13.83**
Ohio	96,907	6.22	879,580	6.14	43,333	5.11	496,754	5.79
Indiana	43,780	2.81	452,908	3.16	35,023	4.13	380,240	4.44
Illinois	48,454	3.11	535,275	3.74	19,843	2.34	326,494	3.81
Michigan	81,795	5.25	721,120	5.03	32,987	3.89	338,984	3.95
Wisconsin	37,392	2.40	343,052	2.40	26,203	3.09	309,648	3.61
East North Central	**308,328**	**19.79**	**2,931,935**	**20.47**	**157,389**	**18.56**	**1,852,120**	**21.60**
Minnesota	29,602	1.90	265,032	1.85	20,607	2.43	220,634	2.57
Iowa	18,540	1.19	221,304	1.54	14,246	1.68	237,569	2.77
Missouri	31,316	2.01	347,172	2.42	15,688	1.85	224,177	2.62
North Dakota	6,076	0.39	87,535	0.61	5,173	0.61	56,031	0.65
South Dakota	5,142	0.33	74,857	0.52	5,597	0.66	68,913	0.80
Nebraska	12,308	0.79	159,762	1.12	6,190	0.73	96,406	1.13
Kansas	16,982	1.09	138,477	0.97	1,950	0.23	40,961	0.48
West North Central	**119,966**	**7.70**	**1,294,139**	**9.03**	**69,451**	**8.19**	**944,691**	**11.02**
Delaware	4,051	0.26	38,419	0.27	2,035	0.24	24,961	0.29
Maryland	14,489	0.93	140,187	0.98	12,211	1.44	108,836	1.27
District of Columbia	10,750	0.69	122,800	0.86	4,918	0.58	52,648	0.62
Virginia	40,352	2.59	356,497	2.49	32,648	3.85	270,856	3.16
West Virginia	18,384	1.18	221,515	1.54	14,925	1.76	111,608	1.30
North Carolina	71,980	4.62	649,967	4.54	86,920	10.25	553,977	6.46
South Carolina	29,914	1.92	301,421	2.10	30,867	3.64	247,135	2.88
Georgia	49,233	3.16	469,563	3.28	24,338	2.87	279,786	3.26
Florida	94,882	6.09	638,385	4.46	67,925	8.01	520,385	6.07
South Atlantic	**334,035**	**21.44**	**2,938,754**	**20.52**	**276,787**	**32.64**	**2,170,192**	**25.31**
Kentucky	26,486	1.70	238,947	1.67	12,211	1.44	117,453	1.37
Tennessee	52,037	3.34	632,390	4.41	31,630	3.73	282,294	3.29
Alabama	38,638	2.48	359,378	2.51	16,876	1.99	170,089	1.99
Mississippi	11,062	0.71	113,501	0.79	4,070	0.48	39,729	0.46
East South Central	**128,223**	**8.23**	**1,344,216**	**9.38**	**64,787**	**7.64**	**609,565**	**7.11**
Arkansas	6,855	0.44	73,145	0.51	2,035	0.24	31,433	0.37
Louisiana	9,815	0.63	60,574	0.42	2,629	0.31	22,769	0.26
Oklahoma	11,374	0.73	79,391	0.56	1,611	0.19	16,257	0.19
Texas	53,439	3.43	377,796	2.64	12,720	1.50	125,178	1.46
West South Central	**81,483**	**5.23**	**590,906**	**4.13**	**18,995**	**2.24**	**195,637**	**2.28**
Montana	9,504	0.61	87,325	0.61	3,816	0.45	38,008	0.44
Idaho	10,127	0.65	127,995	0.89	7,123	0.84	83,037	0.97
Wyoming	2,337	0.15	25,652	0.18	679	0.08	7,904	0.09
Colorado	17,605	1.13	131,896	0.92	4,240	0.50	72,959	0.85
New Mexico	5,765	0.37	35,907	0.25	1,696	0.20	13,620	0.16
Arizona	5,609	0.36	36,939	0.26	1,866	0.22	22,450	0.26
Utah	12,776	0.82	137,253	0.96	4,918	0.58	85,768	1.00
Nevada	3,272	0.21	45,758	0.32	4,325	0.51	44,895	0.53
Mountain	**66,995**	**4.30**	**628,725**	**4.39**	**28,663**	**3.38**	**368,641**	**4.30**
Washington	51,414	3.30	566,604	3.96	37,058	4.37	304,266	3.55
Oregon	31,471	2.02	398,973	2.78	21,200	2.50	215,830	2.51
California	103,763	6.66	649,888	4.54	28,323	3.34	287,231	3.35
Pacific	**186,648**	**11.98**	**1,615,465**	**11.28**	**86,581**	**10.21**	**807,327**	**9.41**
UNITED STATES	**1,558,000**	**100.00%**	**14,323,400**	**100.00%**	**848,000**	**100.00%**	**8,574,700**	**100.00%**

(Manufacturers' Shipments, Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by the National Electrical Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

Ranges and Water Heaters

Built-in ranges gain again despite decline in new housing starts, but standard models and water heaters both suffer from soft market. Induction heat for ranges holds promise for the future

EVERYBODY knows by now that electric range and water heater shipments in 1957 did not match 1956, but, oddly, there is a substantial area of disagreement as to the reasons for the decline. Everybody does *not* attribute it entirely to the general softening of business.

Some of the reasons offered for ranges: a decline in home building; dealer and consumer resistance to high prices; too much concentration on price and too little on features; "selective selling" by the retailer; readjustment of big carryover inventories; stock market reverses, etc.

Whatever the reasons, standard electric range shipments in 1957 failed for the first time in many years to top one million units. Factory sales were 940,000, which, at an estimated average price of $255, would amount to $239,700,000. Even built-in ranges, the glamor boys of cooking, increased only 40,000 units to 425,000 for an estimated volume of $121,975,000 on an average retail price of $287. Water heaters dropped 70,000 units to 800,000, which, with an average retail price of $105, amounts to $84,000,000.

In 1956 electric range totals were saved only by the prodigious vitality of built-ins. In 1957 even built-ins didn't make gains in proportion to those of previous years. That sales increased as much as they did, despite the decline in housing starts, is probably due to their inclusion in a higher percentage of the homes that were built. As one manufacturer points out, "In a good appliance year, the built-in gain would have been sensational."

Water heaters didn't have anything comparable to the built-in to help bolster sales. The highly-touted quick-recovery units are still not being used in enough areas nor in large enough quantities to have any appreciable effect on the market. According to one maker, quick-recovery units accounted for about the same proportion of total sales in 1957 as in 1956—30 percent—and may go as high as 35 or 40 percent in 1958. However, the quick-recovery unit has neither the appeal nor the potential for boosting growth possessed by built-in ranges. Presumably, the quick-recovery unit is more competitive with gas in initial cost, but, as one maker points out, "The high-recovery unit makes the electric water heater somewhat competitive with gas units in performance, but it does nothing to improve the economic differentials of these two sources of energy." Moreover, the expansion of gas transmission lines and vigorous gas promotion, combined with gas manufacturers' ability to offer favorable prices and the fact that quick-recovery electric units are still permitted by only a small share of utilities, makes it unlikely that quick-recovery electric units are likely to give gas any significantly greater competition in the near future.

One water heater maker says bluntly, "The electrical utilities will have to do a considerable amount of advertising, merchandising, promoting, and subsidizing of wiring costs before quick recovery units become any factor in the water heater business."

Built-in ranges, on the other hand, have a direct sales appeal. They are, to the consumer eye, *different*. Proof is in the fact that so many builders use them as features to help sell homes. In addition, of course, the electric range lends itself more easily to building in than its gas counterpart—which is one reason why built-in electric units, according to industry observers, outsell gas built-ins by a ratio of two to one. (In standard ranges, electric models, while improving their share, don't fare so well—about 42 percent of total range unit sales and 67 percent of the total dollar volume in 1956.)

Role of Color

So far, built-in ranges have made substantially more use of color than free-standing units. According to NEMA, color is used in about five percent of free-standing units, although one manufacturer says 12 percent of his are in color and another has dropped it entirely. For most makers, the leading colors are pink, yellow and green, in about that order.

With the increasing emphasis on built-in

(*Continued on page 252*)

3 Year Sales Summary—ELECTRIC RANGES

STANDARD TYPES:	1957	1956	1955
Units Sold	940,000	1,200,000	1,400,000
Average Retail Price	$255	$255	$262
Retail Value	$239,700,000	$306,000,000	$366,800,000
BUILT-IN TYPES:			
Units Sold	425,000	385,000	200,000
Average Retail Price	$287	$277	$285
Retail Value	$121,975,000	$106,645,000	$57,000,000
STANDARD TYPES:	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	14,200,000	13,780,000	12,965,000
Homes Without	34,400,000	33,635,000	33,035,000
BUILT-IN TYPES:			
Homes Owning	1,110,000	685,000	......
Homes Without	47,490,000	46,730,000	......

SALES BY STATES

1946-1956

	TELEVISION				RADIO			
	1956 Unit Sales	1956 % of Market	Total 11 Years 1946–1956	Average % of Market 1946–1956	1956 Unit Sales	1956 % of Market	Total 6 Years 1951–1956	Average % of Market 1951–1956
Maine	42,537	0.61%	270,480	0.54%	42,604	0.51%	261,450	0.60%
New Hampshire	21,045	0.30	169,593	0.34	27,549	0.33	126,798	0.29
Vermont	17,838	0.25	93,530	0.18	17,728	0.21	95,556	0.22
Massachusetts	202,488	2.89	1,860,394	3.72	321,305	3.82	1,520,332	3.49
Rhode Island	37,480	0.54	303,803	0.61	50,568	0.60	239,999	0.55
Connecticut	113,669	1.62	855,363	1.71	127,021	1.51	645,849	1.48
New England	**435,057**	**6.21**	**3,553,163**	**7.10**	**586,775**	**6.98**	**2,889,984**	**6.63**
New York	778,806	11.11	6,211,293	12.42	1,287,424	15.32	5,950,240	13.66
New Jersey	233,040	3.32	2,128,585	4.26	316,883	3.77	1,720,984	3.95
Pennsylvania	492,842	7.03	4,089,090	8.17	665,035	7.91	3,319,249	7.62
Middle Atlantic	**1,504,688**	**21.46**	**12,428,968**	**24.85**	**2,269,342**	**27.00**	**10,990,473**	**25.23**
Ohio	392,310	5.60	3,380,683	6.76	505,333	6.01	2,632,233	6.04
Indiana	179,981	2.57	1,411,870	2.82	151,141	1.80	945,316	2.17
Illinois	394,985	5.63	3,298,064	6.59	633,209	7.53	3,020,661	6.93
Michigan	282,579	4.03	2,275,924	4.55	376,727	4.48	1,882,210	4.32
Wisconsin	134,210	1.91	1,026,719	2.05	151,764	1.81	860,293	1.98
East North Central	**1,384,065**	**19.74**	**11,393,260**	**22.77**	**1,818,174**	**21.63**	**9,340,713**	**21.44**
Minnesota	110,791	1.58	812,123	1.62	115,254	1.37	655,553	1.51
Iowa	86,186	1.23	764,178	1.53	85,132	1.01	554,558	1.27
Missouri	164,533	2.35	1,280,504	2.56	181,907	2.16	1,039,827	2.38
North Dakota	28,240	0.40	114,209	0.23	17,636	0.21	154,309	0.35
South Dakota	27,746	0.40	107,774	0.22	18,139	0.22	154,447	0.36
Nebraska	59,249	0.84	406,216	0.81	51,337	0.61	325,042	0.75
Kansas	79,620	1.14	485,718	0.97	61,383	0.73	457,143	1.05
West North Central	**556,365**	**7.94**	**3,970,722**	**7.94**	**530,788**	**6.31**	**3,340,879**	**7.67**
Delaware	18,274	0.26	144,544	0.29	16,745	0.20	115,067	0.26
Maryland	97,210	1.39	830,690	1.66	165,070	1.96	723,422	1.66
District of Columbia	60,673	0.87	476,306	0.95	79,651	0.95	454,351	1.04
Virginia	130,674	1.86	825,504	1.65	136,721	1.63	709,530	1.63
West Virginia	79,961	1.14	460,661	0.92	62,018	0.74	389,214	0.89
North Carolina	150,102	2.14	899,171	1.80	126,820	1.51	845,492	1.94
South Carolina	64,736	0.92	389,024	0.78	50,601	0.60	364,297	0.84
Georgia	147,751	2.11	872,910	1.74	135,478	1.61	856,810	1.97
Florida	238,140	3.40	1,050,000	2.10	168,152	2.00	951.669	2.19
South Atlantic	**987,521**	**14.09**	**5,948,810**	**11.89**	**941,256**	**11.20**	**5,409,852**	**12.42**
Kentucky	111,830	1.59	662,824	1.33	109,631	1.31	603,566	1.38
Tennessee	129,471	1.85	741,305	1.48	114,118	1.36	679,167	1.56
Alabama	107,710	1.54	598,822	1.20	97,822	1.16	594,700	1.36
Mississippi	64,692	0.92	282,361	0.56	52,140	0.62	338,269	0.78
East South Central	**413,703**	**5.90**	**2,285,312**	**4.57**	**373,711**	**4.45**	**2,215,702**	**5.08**
Arkansas	70,195	1.00	333,939	0.67	46,459	0.55	320,095	0.73
Louisiana	126,667	1.80	671,598	1.34	119,892	1.43	651,222	1.50
Oklahoma	90,937	1.30	609,240	1.22	71,858	0.86	466,140	1.07
Texas	365,849	5.22	2,132,733	4.26	353,247	4.20	2,017,015	4.63
West South Central	**653,648**	**9.32**	**3,747,510**	**7.49**	**591,456**	**7.04**	**3,454,472**	**7.93**
Montana	29,469	0.42	92,222	0.18	23,012	0.27	151,419	0.35
Idaho	28,093	0.40	131,249	0.26	20,033	0.24	115,647	0.27
Wyoming	9,562	0.14	32,559	0.07	9,965	0.12	70,553	0.16
Colorado	58,502	0.83	344,282	0.69	62,638	0.75	341,016	0.78
ew Mexico	25,344	0.36	116,578	0.23	26,620	0.32	154,724	0.35
rizona	47,850	0.68	210,789	0.42	47,096	0.56	234,327	0.54
Utah	29,074	0.42	214,280	0.43	32,082	0.38	170,960	0.39
Nevada	13,580	0.19	43,860	0.09	11,895	0.14	55,009	0.13
Mountain	**241,474**	**3.44**	**1,185,819**	**2.37**	**233,341**	**2.78**	**1,293,655**	**2.97**
Washington	110,809	1.58	728,383	1.46	124,800	1.48	638,509	1.47
Oregon	81,729	1.17	389,403	0.78	69,681	0.83	388,361	0.89
California	641,663	9.15	4,393,393	8.78	865,430	10.30	3,604,696	8.27
Pacific	**834,201**	**11.90**	**5,511,179**	**11.02**	**1,059,911**	**12.61**	**4,631,566**	**10.63**
UNITED STATES	**7,010,722**	**100.00%**	**50,024,743**	**100.00%**	**8,404,754**	**100.00%**	**43,567,296**	**100.00%**

(Radio and Television Set Shipments to Dealers, As Reported by Electronic Industries Association)

TV and Radio

The industry displays a split personality. Radio output climbs to the best figures since 1950, but TV's 6.5 million output is the lowest figure since 1952; retail sales show smaller loss.

IN 1957 the radio-TV industry continued to show signs of its split personality.

Last year, as in 1956, radio sales climbed upward even as TV sales moved down. Thus, it's difficult to generalize about what happened to the industry as a whole.

For radio, 1957 must be considered a spectacularly successful year since, in the face of general declines in other lines, factory output climbed 900,000 units.

But television, after showing some signs of a healthier sales pace, failed to follow this pattern and production fell off to 6.5 million units (not including color sets), the lowest since 1952.

TELEVISION

In 1957 the industry produced 6.5 million sets and sold, at retail, about 6.5 million.

These figures do not make very encouraging reading. Last year was the first since 1952 in which output had not passed the seven million mark. The 1957 figures were 887,000 below the 1956 level and 1.2 million below the record high of 1955. The drop in retail sales during 1957 was not so sharp, representing a loss of 200,000 units (or about three percent) from 1956 figures.

Perhaps the figure the industry can take the most pleasure from is that representing inventories. While it is true that stocks in late fall had climbed to relatively high levels (2.5 million sets), this represented little change from first of year levels. This furnishes some indication that on a year-round basis the industry had tailored output to sales.

Inventory did not remain static throughout 1957, however, and it took some cutting in late fall to bring it to 2.5 million. Even though the industry went into 1957 with stocks at about that level, careful scheduling of production resulted in a drop of about 300,000 units by mid-year. In the final months of the year the inventory figure began climbing again, perhaps spurred on by what seemed to be a healthy interest by the public in the new lines introduced at mid-year showings.

Problems in '57

The industry was not exactly sanguine about the year when 1957 opened. The inventory headache was one sobering consideration. Heavy demand for the relatively unprofitable portable sets was another. Even so, the industry managed to keep pace with 1956 figures at retail through July when 1957 figures were only 1.13 percent behind 1956. But August fell behind by almost ten percent, September was 7.68 percent off and October (estimated at this writing) was better than 15 percent behind. Thus, at the end of October, the industry on the year was over five percent behind 1956 levels.

Production figures are even more sobering. Through May output was running 17 to 34 percent behind 1956. June was about even and in July output was seven percent ahead of 1956. This rose to a nine percent gain in August but was counteracted by a seven percent slump in September and a big 20 percent lag in October. At the end of ten months, factory output was trailing 1956 by about 14 percent.

Living with Portables

But if the industry did not succeed in solving its television sales problems in 1957 it did learn how to live with the problem of portables. During 1956 portables accounted for slightly over 23 percent of TV production but when one considers that at mid-year they accounted for less than ten percent of output it is obvious that in the final months of the year they were accounting for a tremendous share of industry output. Some sort of a balance was reached in 1957 since estimates for the year put portables at 29 percent of total production (1.9 out of 6.5 million sets).

Last year, portables were generally credited (or blamed) for bringing down ELECTRICAL MERCHANDISING's estimated retail price to $190 per set (from $225 a year earlier). They undoubtedly should get a large share of the credit for holding this price at the $190 level during 1957 since price increases would normally have pushed it up somewhat if the percentage of portables had not increased simultaneously. The estimated retail value of the industry's production in 1957 is placed at $1,235,000,000, some 12 percent under the

(*Continued on page 254*)

3 Year Sales Summary — TELEVISION

	1957	1956	1955
Units Produced	6,500,000	7,387,000	7,756,500
Average Retail Price	$190	$190	$225
Retail Value	$1,235,000,000	$1,403,530,000	$1,745,212,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	41,800,000	38,850,000	35,000,000
Homes Without	6,800,000	8,565,000	11,000,000

Dishwashers and Disposers

Despite 1957's soft market, dishwashers and disposers have second-best year in history and the outlook for 1958 is one of continuing progress toward mass acceptance

GIVEN marketing conditions even a little more favorable than those of 1957, dishwashers and disposers again would have established new sales records. For such is the vigor and potential of these soon-to-be necessities that, even with a decline in housing starts and a general softening of the durable goods industry, both enjoyed their second-best year and suffered only minimal declines from the records established in 1956.

Dishwasher sales of 390,000 units represented only a 2.5 percent drop from the 400,000 sold in 1956 and were still better than 32 percent ahead of 1955, the next-best year. A drop in the estimated average retail price to $268 from $290 the year before meant a total retail volume of $104,250,000.

Disposers suffered a little more. Total sales of 550,000 units represented about a 10 percent decline from the 1956 record of 610,000 (revised), although a lower unit price of $90 (down from $95 the year before) meant a retail volume of $49,473,000. For both appliances the trend of retail prices has been consistently downward. Disposers sold at their highest post-war price, $135, in 1949-1951 and only dropped below $100 in the last two years. In only one previous post-war year, 1947, when the price was $250, was the dishwasher tagged at less than in 1957. As recently as 1955 it was at its highest post-war peak—$306.

Why Prices Go Down

Part of the decline in the selling prices of both dishwashers and disposers can be attributed to the economies of mass production—even though, in the case of dishwashers, substantial and expensive product improvements like self-contained water heating systems have been incorporated during the past few years. Not to be dismissed, however, is the growing interest of mass merchandisers and discount houses—the same factors that have abrogated the one-price retailing of other major appliances.

According to manufacturers cooperating in the preparation of this study, dishwashers are sold at discounts from list at somewhere between 10 and 20 percent, and most of them feel that discounting is more general on portable models than on built-ins. As one maker expressed it, "Obviously, portables are more subject to discount by dealers because more dealers sell portable dishwashers than undercounter dishwashers." He may be right, since builders account for at least 50 percent of dishwasher sales and portables, which account for an estimated 27 or 28 percent of the market, are primarily the property of plug-in dealers—whether they be specialty retailers or promotional outlets. (One maker breaks down 1957 industry sales like this: 10 percent 30-inch, 60 percent 24-inch, 30 percent 22-inch portables.)

Of course, for some manufacturers, portables account for a greater or lesser percentage of sales than the average. One maker, for example, says portables amounted to 38 percent of his total volume. Another doesn't even have a portable dishwasher in his present line.

During the early post-war years manufacturers were inclined to blame the relatively slow growth of dishwashers on a reluctance among dealers to pioneer the product with free trials, demonstrations, and other forms of specialty selling. Today, however, pre-selling by the manufacturer and distributor are playing increasingly important roles in dishwasher acceptance and now makers are not even agreed that the growing dominance of metropolitan markets by big discounters will hold back dishwasher growth. One even goes so far as to declare, ". . . The major so-called discount houses are becoming increasingly important in the sale of dishwashers . . . due largely to the pre-sale by the manufacturer." Another says, "There's no reason why the discount house will slow the acceptance of the dishwasher. Price will not deter the dealer who really sells and provides the kind of service that will establish a good reputation . . . It is possible that the discounter, who draws floor traffic, may even help sell the appliance to those who might not otherwise be exposed to the dishwasher and who are willing to take their chances so far as service is concerned." In contrast, one or two makers point out that while discounters can sell portables easily,

(*Continued on page 262*)

3 Year Sales Summary — DISHWASHERS

	1957	1956	1955
Units Sold	390,000	400,000	295,000
Average Retail Price	$268	$290	$306
Retail Value	$104,250,000	$116,000,000	$90,270,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	2,525,000	2,201,000	1,838,000
Homes Without	46,075,000	45,214,000	44,162,000

THESE NEW RCA VICTOR CLOCK-RADIOS DO EVERYTHING TO WAKE UP YOUR SALES—AND YOUR PROFITS!

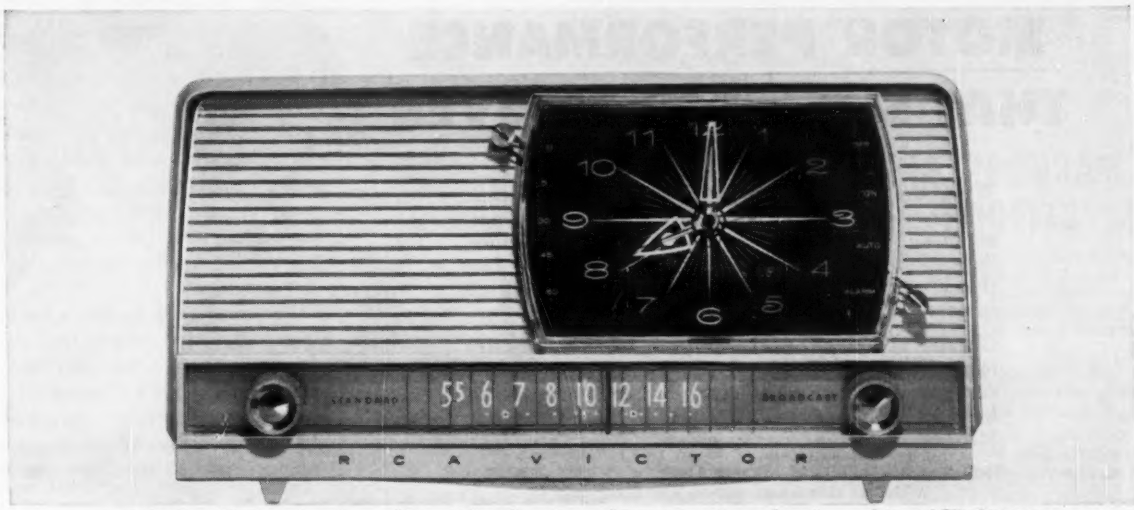
THE BULLETIN. It swivels! In pink-and-antique white, maple sugar-and-antique white, and 2-tone gray. (9C8) **$42.95**

More features... new styling!

Their own best salesmen! When you show customers these two new RCA Victor clock-radios, you're giving them a look at real value! Value they can see. Value they can hear. Value they can't afford to pass up!

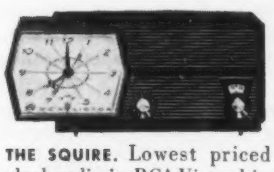
Both do almost everything with their all-new clock and all-purpose "Instant Set" levers! Sing their owners to sleep, turn themselves off and then on again next day. They flick on appliances, even operate a record player. They buzz if a sleepy-head fails to get up. Both are smartly styled in new, "most-wanted" designs and colors. And they feature "Golden Throat" tone.

February Reader's Digest tells your customers all about these new clock-radios in a full-page RCA Victor ad. So don't delay. Call or wire your distributor for your sets today.

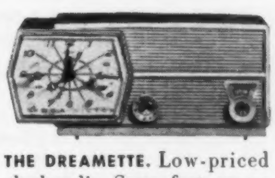


THE HERALD. Choice of antique white, pink-and-antique white, turquoise-and-antique white. (9C7) **$39.95**

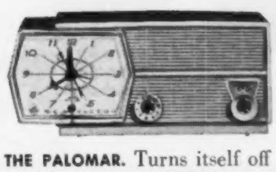
And stock these RCA Victor clock-radios, too—pretty, practical and profitable



THE SQUIRE. Lowest priced clock-radio in RCA Victor history. 3-position selector. In maroon only. (8C51) **$27.95**



THE DREAMETTE. Low-priced clock-radio. Same features as The *Squire.* Antique white, pink, blue, black. (8C5) **$29.95**



THE PALOMAR. Turns itself off at night—on in the A.M. Buzzer. Dial light. Turquoise, white, charcoal, yellow. (8C6) **$34.95**

THE PROMPTER. Extra-powerful, extra-sensitive. Appliance outlet, phono-jack. Buzzer. Gray and ivory. (4C671) **$49.95**

RCA VICTOR

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Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South.

How to be a Smart Buyer

STORY STARTS ON PAGE 94

percent in November, and ended with a spanking 39.35 percent in December. Blankets were evidently highly thought of not only because of their utility during long winter nights, but also for their Christmas gift-giving practicality.

Dryers. The housewife, with the outlook of several months of inclement, blustery weather in the offing, shopped for a dryer most often during the fall months. September sales registered 9.62 percent of the year's total, and October, November and December percentages amounted to 12.61, 13.39 and 12.27 respectively. Total sales for the combined four months amounted to 47.89 percent. Low ebb for the dryer occurred in April when 5.30 percent of annual sales were being made by retailers.

What Sells in the Summer?

Refrigerators. For a period of five years the refrigerator traditionally enjoyed peak sales during the month of July. Nineteen fifty-six saw a slight shift in this pattern as August sales jumped into first place with 10.54 percent. July sales came in second with 10.30 percent and June followed with 10.07 percent. Low point for refrigerator sales followed the pattern established during the majority of years the survey has been conducted with January and February vying for the somewhat dubious privilege.

Freezers. Sales emphasis for the freezer followed much the same course as that of the refrigerator. Here again a shift was noted. High spot for the previous year (July—10.81 percent) had gone over into August in 1956. The survey showed this month's sales percentage to be 12.01 percent. A similar pattern was registered in the months which placed second and third. Here too the close kinship of the refrigerator and freezer could be noted in their sales.

Washers. Washing machines showed greatest strength during August. Sales of the housewife's greatest helpmate were at their peak in August; 9.56 percent of the year's total, a percentage which hewed to the established 9.50 percent of the previous year's high for the same month. Average for a three year period of the study bore out the fact that the washing machine was a fall appliance, and 1956 totals for the months of August through December showed a sales percentage of 45.18.

Ironers. Of all major appliances the ironer showed the greatest overall strength for sales in a particular month. Throughout the course of the six years the study has been conducted the ironer has traditionally shown its heaviest appeal during the month of December. Nineteen fifty-six served to corroborate this fact with sales during December alone peaking at 14.56 percent.

Ranges, of all the appliances covered in the study showed the widest shift in public buying habit. Sales percentages in the previous year's study indicated August in first position, 9.06 percent. In the 1956 study however consumer buying preference had made November the top spot, 10 percent, with October a close second with a registered 9.42 percent. With the exception of these two months ranges enjoyed a fairly evenly dis-

(Continued on page 112)

The Smart Buyer

STORY STARTS ON PAGE 94

tributed sales pattern over the balance of the year.

Water Heaters were strictly fall merchandise with 39.13 percent of the year's sales consummated during this season. November held first position in point of sales, 10.18 percent, closely followed by December's 10.13.

Dishwashers. Two appliances, whose popularity has increased steadily over the years were most often sought out by the buying public during the fall months. Dishwashers were a strong favorite during December, 12.79 percent with steady demand over most of the autumn period. Disposers were not so highly regarded during December, but showed strong preference during October, 10.52, and November, 10.83 percent.

The Gift-Giving Season

Housewares. The housewares and entertainment group of appliances provided their strongest consumer attraction as the Christmas gift-giving season rolled around. At least one-third of annual sales of such items as coffee makers, mixers and roasters were concluded during December, a pattern which has shown little marked variation during the life of the study. Coffee maker sales in 1956 amounted to 45.04 percent during the two single months of November and December, 32.69 percent during the latter month alone. Mixer sales peaked at 33.78 percent in December, with a total for the two month period of 44.79 percent. Roasters rose from a second place sales percentage of 8.88 in November to a substantial 33.83 percent in December. The toaster demonstrated its highly regarded position as a gift appliance during this two-month period also. The latter rose to 29.64 percent in December.

Television. No doubt was entertained by the average retailer as to the season for the entertainment appliance mediums. Television sales rose as summer waned, 43.34 percent during the three months of October, November and December, with a high for the year of 12.36 in the last month alone.

Radio too proved in most demand as colder weather closed in on the consumer. Sales rose to 22.09 percent in December, and showed strength during October and November, 8.37 and 11.35 percent respectively. *End*

Staley's
Sta-Puf
NEW MIRACLE
RINSE
For Softer, Fluffier Washables

The exclusive *Caloric* Ultramatic

automatic features mean more leisure for "holiday living"

Gone are the days of a rigid household schedule (Monday—wash, Tuesday—iron, etc.). Arrived is the age of many, varied activities in every homemaker's life . . . and the desire to include more holiday activities in every day.

You can give every woman who comes into your showroom more time for holiday living. Just show her a Caloric Ultramatic gas range!

Caloric's years-ahead automatic features perform cooking wonders, and at the same time give her more leisure time for the other things she wants to do.

POINT OUT AUTOMATIC FEATURES

THERMO-SET TOP BURNERS are thermostatically controlled . . . end guesswork in cooking. Thermo-Set sensing element keeps food at the exact temperature set—automatically. No constant watching . . . no danger of burning or boilovers. Thermo-Set makes every pot and pan "automatic."

ROTA-RAY BARBEQUER means more fun for the whole family. Now they can hold a barbecue any day of the year—rain or shine. Automatic spit keeps meat or fowl turning slowly . . . bastes it in its own juices, making it deliciously juicy and tender.

MEAT THERMOMETER means meat "cooked to order." Thermometer is set at the desired cooking temperature. Stem is inserted in meat. When meat is cooked precisely as wanted, meat thermometer turns oven off—automatically!

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With these features, and dozens more, no wonder a Caloric Ultramatic means more time for "holiday living." Show them . . . and you'll sell them. And be sure to remind all your customers: Caloric is America's easiest range to keep clean.

CALORIC APPLIANCE CORPORATION
DEPARTMENT EM, TOPTON, PA.

Please send me more information on Caloric Ultramatic gas ranges.

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Air Conditioners and Dehumidifiers

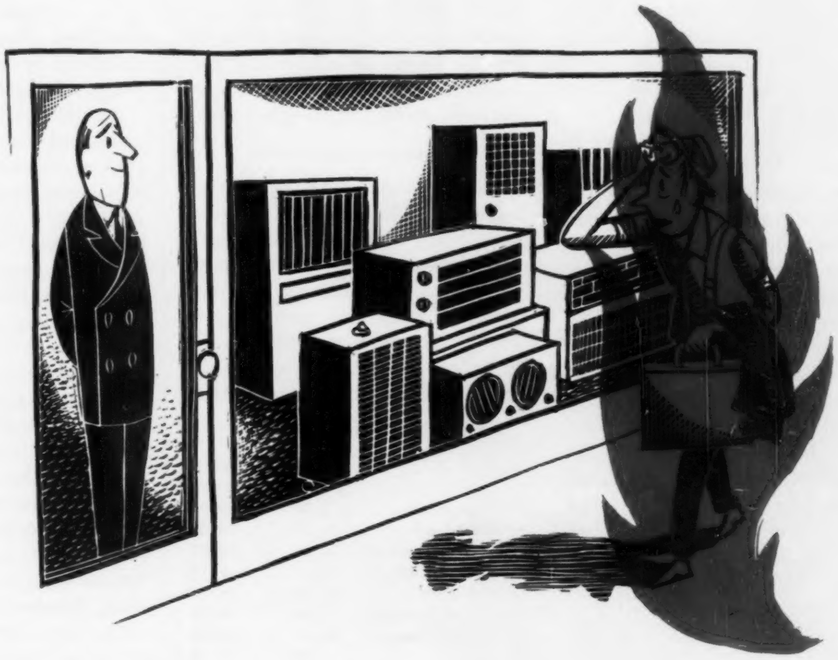
Retail air conditioner sales nearly match 1956 levels, but manufacturers are left with a carryover inventory of 750,000 units. Dehumidifiers have second-best year

THE year just past was a particularly disappointing one for the room air conditioner and dehumidifier industries.

Both are young, growth businesses and both went into the year having established new records in 1956. The expectations in each field were considerable but the actual performances were disappointing.

As far as room air conditioners were concerned, production lagged badly behind 1956 levels although retail sales just about held even with 1956 levels. Even so, the industry ended up the selling season with inventory near the 750,000 level, the biggest carry-over stock in history.

Dehumidifier sales had tripled in 1956 but last year the industry was not even able to keep pace with 1956 and sales fell to 225,000 units.



Room Air Conditioners

Things were not pleasant for room air conditioner manufacturers during 1957 but they could have been much worse.

The truly amazing—and encouraging—thing is that in the face of such disappointing business there were no widespread price cuts or dumping. The outward calm with which the industry closed the books on 1957 may well be more apparent than real. But to the degree that it is genuine it is encouraging proof of the growing maturity of the young industry. Only a few years ago, a slow sales pattern and heavy stocks would have combined to produce disastrous price cutting.

This did not happen in 1957. No one can be sure of the exact reason why it did not. As a matter of fact, there is no single reason for this phenomenon; a number of factors played a role.

For one thing; there was undoubtedly widespread recognition of the fact that no price cut could really redeem business in late summer. The weather had been too uncertain and the stocks on hand were too big to rely on dumping to move inventory.

Then, too, the fact that some of the less stable elements had been shaken out of the industry undoubtedly helped. Most manufacturers admittedly did not enjoy sitting still with big inventories on their hands but they had the stability to do so if necessary. The widespread anticipation of rising costs in the months ahead also enhanced, to some extent, the value of the inventory.

Finally, the widespread use of consignment selling plans meant that most of the left-over stock was in distributor and manufacturer hands by the end of the season. (One manufacturer estimates that about two-thirds of the carry-over was at the factory level.) These people were less inclined to dump than dealers would have been had they been saddled with the inventory.

In terms of statistics, just how bad was 1957? In 1956 the industry shipped 1.8 million units (revised upward since the market study here last year); in 1957 shipments fell to 1.6 million units. The retail picture was a little brighter; in both years about 1.5 million units were sold at retail.

The inventory story is somewhat more complicated. At the end of the 1956 selling season about 450,000 units were still in stock. At the same time in 1957 this figure had soared to 750,000. There is a catch, however. In anticipation of 1957 business, manufacturers began production during the fall of 1956. By the first of the year (1957) inventories were about 750,000 units. There has been little advance production this year so that as of January 1 the inventory is still about 750,000 units, roughly equal to what was on hand on January 1, 1957.

Thus, inventory as of this moment is not as terrifying as it appears at first glance. All this does not mean, however, that there will not be some sharp price-cutting this spring. As a matter of fact, some in the industry are counting on the burden of carryover inventory to produce a lot of early-season offers which might get business off to a fast start. There are obvious hazards in counting too heavily on such a development. For one thing, early-season dumping sets a depressed price level which is hard to overcome. Nevertheless, many in the industry profess to be

(Continued on page 116)

3 Year Sales Summary—AIR CONDITIONERS, ROOM

	1957	1956	1955
Units Sold	1,600,000	1,828,000	1,275,000
Average Retail Price	$316	$293	$300
Retail Value	$506,400,000	$534,800,000	$382,650,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	4,650,000	3,600,000	2,585,000
Homes Without	43,950,000	43,815,000	43,415,000

MORE TO COME . . .

The material on this page represents a condensed version of the market studies on room air conditioners and dehumidifiers which will appear in February's Air Conditioner and Fan issue. In addition, marketing information on central systems and evaporative coolers will be included in the February article.

AIR CONDITIONERS AND DEHUMIDIFIERS

MARKET STUDY STARTS ON PAGE 115

convinced that a big inventory insures an early start.

As proof of this they point to what happened in 1955. In that year the industry carried over in excess of 600,000 units from the disastrous 1954 market. Yet sales boomed in 1955, shooting from 960,000 to 1,240,000 units.

Heavy as the 1957 carry-over is, it does not begin to compare with the magnitude of the 1954 problem. In that year the industry carried over almost two-thirds as many units as it sold. Last year the industry sold twice as many units as were carried over. That's not a record to be proud of but it's vastly better than the 1954 picture.

Last summer proved once again that air conditioning is a warm weather business. That's why the seasonal selling curve at retail corresponds so closely with the calendar. A tabulation like the one below for the years from 1953 through 1956 (the most recent for which statistics are available) gives rise to some speculation on this score.

Monthly Totals	1953	1954	1955	1956
Jan.	1.31	3.32	2.37	3.53
Feb.	2.98	5.94	3.47	5.11
Mar.	6.78	7.15	6.18	7.27
April	10.61	9.46	8.48	8.87
May	20.94	10.61	12.77	17.59
June	26.77	22.36	14.99	27.16
July	16.55	23.86	28.24	14.46
Aug.	6.88	9.69	14.47	8.35
Sept.	2.48	3.39	2.87	2.49
Oct.	1.84	1.52	1.36	1.42
Nov.	1.17	1.03	2.11	1.43
Dec.	1.69	1.67	2.69	2.32
Seasonal Totals				
Jan.–April	21.68	25.87	20.50	24.78
May–Aug.	71.14	66.52	70.47	67.56
Sept. Dec.	7.18	7.61	9.03	7.66

The most outstanding conclusion is that, for all the effort made by manufacturers and distributors, the industry has not succeeded in leveling out its seasonal curve. During this four year period the four months from May through August have never accounted for less than 66.52 percent of the year's volume and never more than 71.14 percent. There have been no steady pattern in the fluctuations, year by year; the share of market done in these four months slipped in 1954, rose in 1955 and slipped again in 1956. The most obvious conclusion is that the industry has perhaps stabilized its selling pattern and can expect 65 to 70 percent of its business in these four months.

Similarly, the amount of business done in the first four months and in the last four months has not changed markedly in this four year period. Early season business accounts for anywhere from 20 to 25 percent of the year's volume and in the final three months it runs between seven and nine percent.

Geographic Limits, Too

The room air conditioner market has geographic as well as seasonal restrictions, although the geographic limitations are not quite so severe. They become obvious, however, when one compares air conditioner regional patterns with those established for a widely accepted product such as refrigerators.

Share of National Market

Region	Air Cond. (1956)	Refrig. (1946–56)
New England	3.07	5.91
Middle Atlantic	25.26	21.03
East North Central	19.29	20.23
West North Central	9.42	9.15
South Atlantic	15.58	14.13
East South Central	7.42	6.38
West South Central	16.02	9.73
Mountain	.86	3.16
Pacific	3.08	10.28

From this tabulation it is apparent that in only four regions (East and West North Central, South Atlantic, and East South Central) does the air conditioner pattern conform to what one might regard as normal for appliances. Disproportionately large shares of the room air conditioner market are done in the Middle Atlantic, and West South Central regions while the New England, Mountain and Pacific zones fall far below the norm.

Six states (New York, Texas, Illinois, Pennsylvania, New Jersey and Florida, in that order) account for almost 50 percent of room air conditioner shipments; the same states take only 34.78 percent of refrigerator shipments.

Saturation Grows

Estimating saturation of room air conditioners is a far different problem than with most appliances. In one way it is simpler; since the product is so new, the vast majority (94.1 percent, according to the replacement and trade-in survey elsewhere in this issue) are sold to homes not already owning an air conditioner.

But in other ways the problem of estimating saturation on this product is more complicated. No other domestic appliance has such a broad commercial and industrial market and such sales must be factored out of each year's totals before domestic saturation can be estimated. Then, too, multiple installations in homes tend to complicate the estimating job.

Small as it is, the domestic replacement market appears to be growing steadily. In 1955, dealers responding to the survey said that 2.4 percent of their sales were to homes already owning a unit. In 1956 that rose to 3.9 percent and during the first eight months of 1957 it moved upward again to 5.9 percent.

Over 15 percent of the dealers said they accepted air conditioners in trade but actual trade-ins were involved in only 1.3 percent of sales. Of those traded-in, better than 77 percent were resold, 10 percent were junked and 12.5 percent were on hand at the time of the survey. It must be emphasized, however, that these figures cover only a total of 96 units accepted in trades and the sample is thus too small on which to base any far-reaching conclusions.

If the room air conditioner business followed a logical pattern one would expect fairly little that was radical in product development. After all, the product is a post-war baby, just reaching growth stage. At such a stage, merchandising emphasis might be expected to remain on the basic function of the product. Such has not been the case, however, in recent years. In each of those years a product innovation by one or two firms has found good general acceptance and has been immediately imitated by others. This was the case with flush mounting, with so-called "slim" units, and with low amperage units. There is every evidence that the trend will continue in 1958.

Next year is likely to see emphasis on two product improvements; low amperage units in higher capacities, and portable air conditioners.

Low amperage units have undoubtedly made it possible for the industry to break the wiring bottleneck which threatened its growth. But it must be admitted that the low amperage unit has posed some problems all its own. Not the least of these is the question of just how you rate a unit. For many years the industry has sized units in terms of horsepower. Never completely satisfactory, this rating has been subjected to additional strain by the appearance of the low amperage units. A low amperage one hp unit, for example, may have little more capacity (in terms of Btu's) than does a standard, ¾ hp unit.

That's one reason there has been a rather dramatic shift in the size of units (in terms of hp) in recent years. In 1954 only a quarter of all units were one hp. By 1958 industry statisticians think 54 percent of output will be one hp in size.

(Encouraging this development, too, has been a quirk in tax laws. One hp units and larger are exempt from excise tax. Smaller units must pay a 10 percent excise.)

Undoubtedly a good share of this growth in larger sizes has been due to people wanting larger units. But some of it, too, must undoubtedly be attributed to making up for capacity lost in using low amperage units. New ratings needed?

Since the horsepower ratings are thus somewhat ambiguous, there is some agitation for a cooling capacity rating, expressed in terms of square feet or even Btu's.

Such speculation leads, of course, to discussion of the effectiveness of the industry's Btu-rating program undertaken last year. Although many people have reservations about the program, the need for something more descriptive and accurate than a hp-rating may lead to a more widespread use of the Btu-rating. At any rate the industry, with no apparent abstentions, is going along with the Btu-ratings once again this year.

The other new product sure to have an impact this year is the portable room unit. A few appeared last year and it was obvious even then that other manufacturers were preparing to add such portables to their lines. The innovation has perhaps gone further than some people expected. Certainly some proposed prices on portables will furnish the industry with new price leaders.

Looking Ahead

For one reason or another the room air conditioner industry on the surface, at least, appears to be entering 1958 with remarkable optimism. This may be due to the fact that the industry proved to itself that it can survive a bad year. It may be due to the fact that some people are confident that the busi- will be off to an early start next year. It may also be due to the fact that, despite the carryover, there will be some important product innovations. It may even be

due to the fact that some people are convinced that the industry is on a three-year cycle and that in this cycle 1958 is a boom year. The industry boomed in 1952 and 1955, but was disappointing in 1954 and 1957. If you accept this theory, the industry is in for something of a boom.

There's considerable thinking—some of it undoubtedly wishful in nature—that 1958 will turn out just that way.

DEHUMIDIFIERS

Manufacturers who were bewildered by the almost unbelievable increase in dehumidifier sales in 1956 were equally confused by the slump which hit the business in 1957.

For a number of years the industry struggled to hit the 100,000 per year figure. It came close in 1955 with 96,000 units. Then, suddenly and unexpectedly, sales virtually tripled in 1956 and the total mounted to 275,000. Last year, however, some of the bloom came off that 1956 record as sales slumped to about the 225,000 level.

There are two immediate explanations: (1) the weather; and (2) the growth experienced in 1956 was just too rapid to be either healthy or permanent.

Of the two the weather probably has the most validity. In many areas 1957 was a notably dry year and dehumidifier sales were hurt. Some manufacturers note both an early season and late season flurry due to wet weather but during the height of the season the weather was not conducive to sales.

Although the "too rapid growth" theory may at first glance sound a little unrealistic, there is good reason for believing that it merits some attention.

Certainly the dehumidifier is about the most immature of all major appliances. This is not due entirely to its "newness". As a matter of fact, dehumidifiers were available some years ago even though it was not until the late Forties that they were marketed in any quantity. What bothers many people is that the dehumidifier is such a neglected product.

A number of factors can be blamed for this state of affairs. For one thing the product suffers from not only seasonal limitations but also geographic. Definitions of the market vary somewhat but generally it is considered to be that area east of the Mississippi and north of the Mason-Dixon line.

Then, too, manufacturers are almost completely out of touch with each other. Most manufacturers do report sales to NEMA but there is little other exchange of data.

Finally, since sales are limited and the potential market is pretty well restricted there is relatively little large-scale promotion. As a result, says one manufacturer, the business just "slides along".

In 1957 the industry's price structure continued to settle downward. Increased sales of low-end merchandise, however, were offset to some degree by the growing popularity of the so-called automatic units which carry a higher-price. Nevertheless, it is estimated that average retail price slipped from $125 to about $116. This coupled with the decline in sales, dropped the industry's overall retail volume from $34,375,000 (in 1956) to $26 million. Even so, this is about twice as good as any year other than 1956.

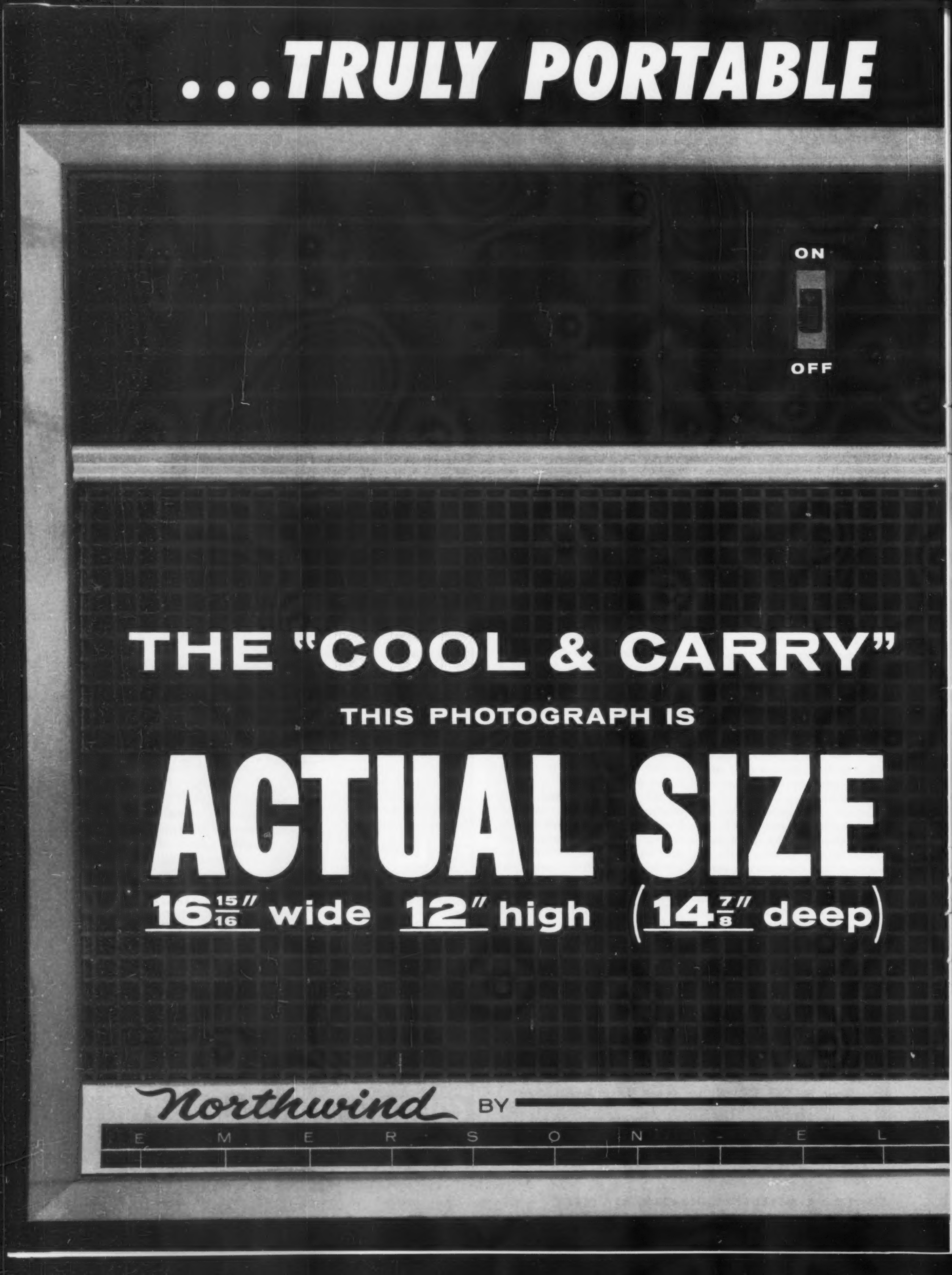
The trend to humidistatically-controlled units was pronounced during the year and additional manufacturers are planning to market such units in 1958. One source estimates that perhaps 30 to 40 percent of units were so equipped in 1957 and he feels that within two to three years this may climb as high as 75 percent.

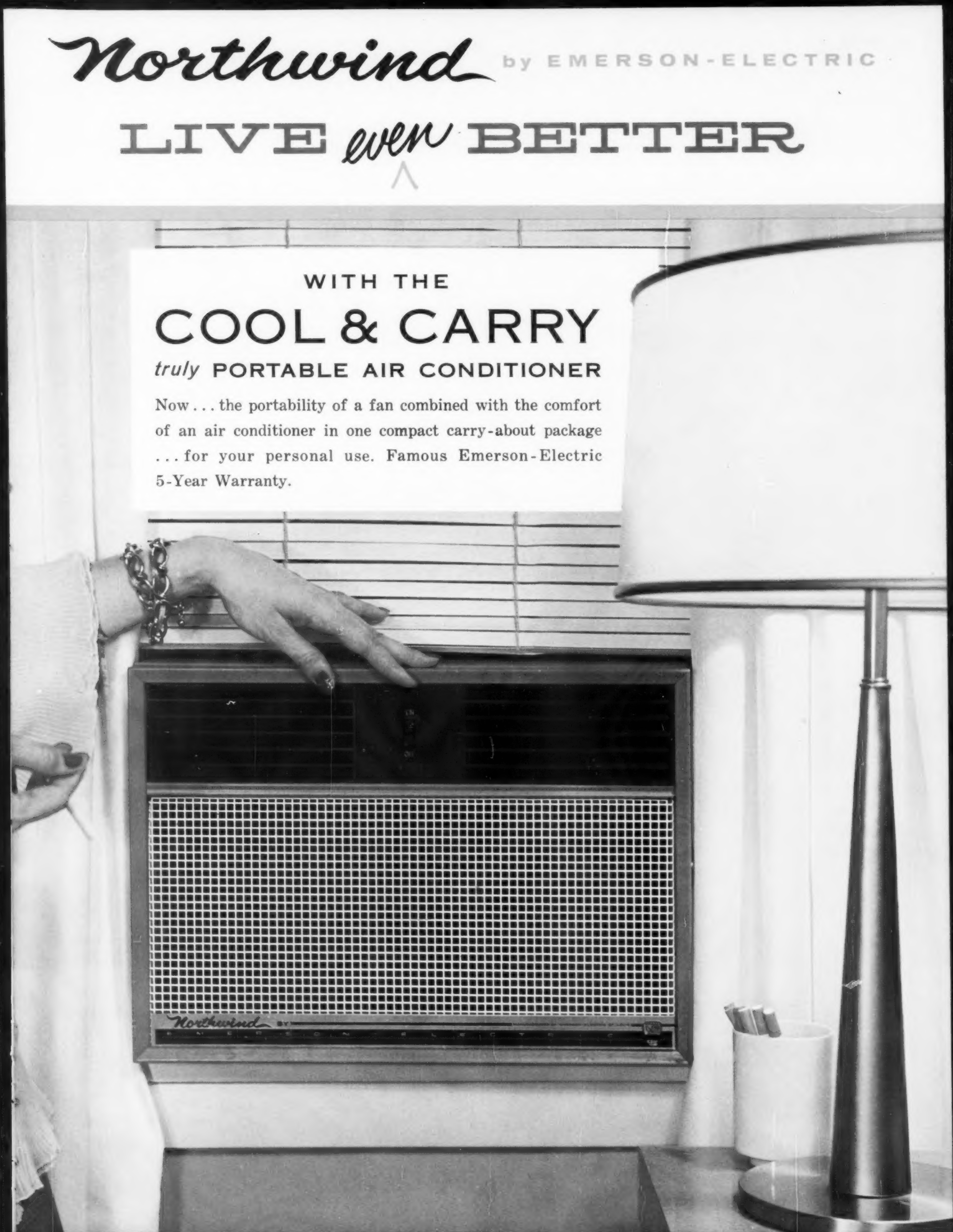
Even though sales fell in 1957, manufacturers do not think that public and trade acceptance of the dehumidifier—which was so long in developing—was materially damaged. This is particularly important insofar as trade acceptance is concerned, since one of the industry's original problems was to interest dealers in the product.

For an unpredictable and weather-prone industry like dehumidifiers it is somewhat difficult to come up with even an educated guess on what the future holds. Inventory is considerably heavier than it was last year but favorable weather could quickly solve this.

That's why the industry is rather cautiously looking for a modest gain next year. One big manufacturer puts it at 10 to 15 percent.

But nobody is very sure. Everyone realizes there is a good chance that the industry will be surprised once again in 1958. The industry can only hope that this year, as in 1956, the surprise will be a pleasant one.


...TRULY PORTABLE
ON
OFF
THE "COOL & CARRY"
THIS PHOTOGRAPH IS
ACTUAL SIZE
16 15/16" wide 12" high (14 7/8" deep)
Northwind BY
E M E R S O N - E L


Northwind by EMERSON-ELECTRIC
LIVE even BETTER
WITH THE
COOL & CARRY
truly PORTABLE AIR CONDITIONER
Now . . . the portability of a fan combined with the comfort of an air conditioner in one compact carry-about package . . . for your personal use. Famous Emerson-Electric 5-Year Warranty.
Northwind BY EMERSON-ELECTRIC

Northwind by EMERSON-ELECTRIC

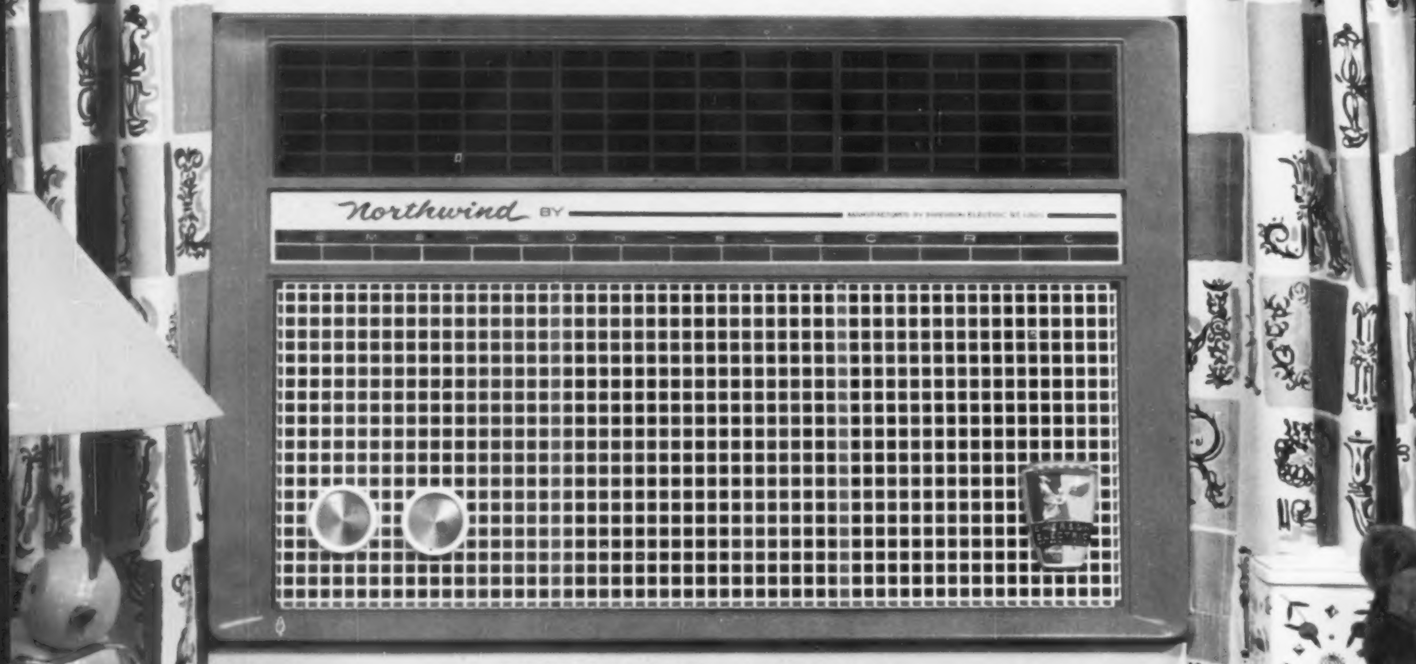
LIVE *even* BETTER

WITH THE

TINY-TIM LINE

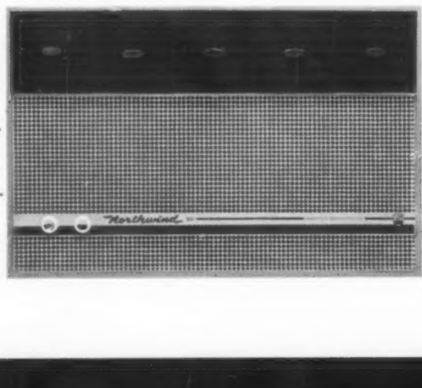
ROOM AIR CONDITIONERS

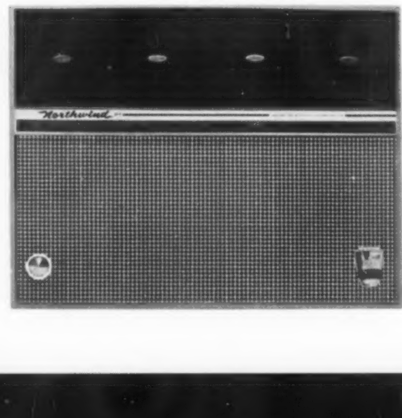
All Tiny-Tim units measure less than 24″ in width... solve your air conditioning problems in rooms where conventional units will not fit. Famous Emerson-Electric 5-Year Warranty.



AC8-15-30T 1½ H.P., only 22½″ wide.

AC8-10-15LT
1 H.P.,
only 23-13/16″ wide.





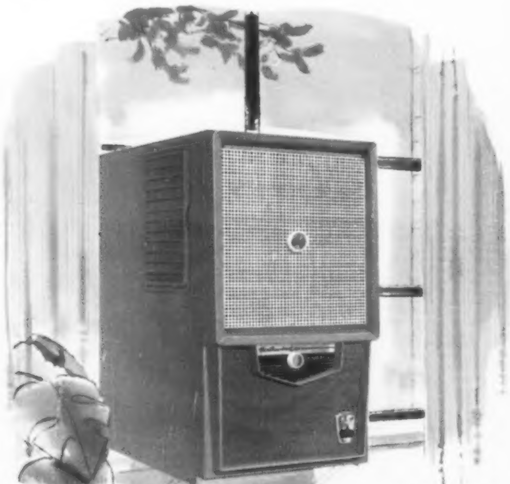
AC8-20-30D
2 H.P.,
only 23-13/16″ wide.

Northwind by EMERSON-ELECTRIC

LIVE *even* BETTER

THE CASEMENT ROOM AIR CONDITIONER

... designed specifically to give you maximum cooling in casement window installations ... 1 h.p., 9000 BTU's. Famous Emerson-Electric 5-Year Warranty.



Inexpensive accessory permits installation of unit completely inside window.

THE MAGNUM 20 ROOM AIR CONDITIONER

... very powerful and compact, yet no larger than conventional size ... 2 h.p., 17,500 BTU's, 26-7/8" wide x 17-15/16" high x 20-11/16" deep. Famous Emerson-Electric 5-Year Warranty.

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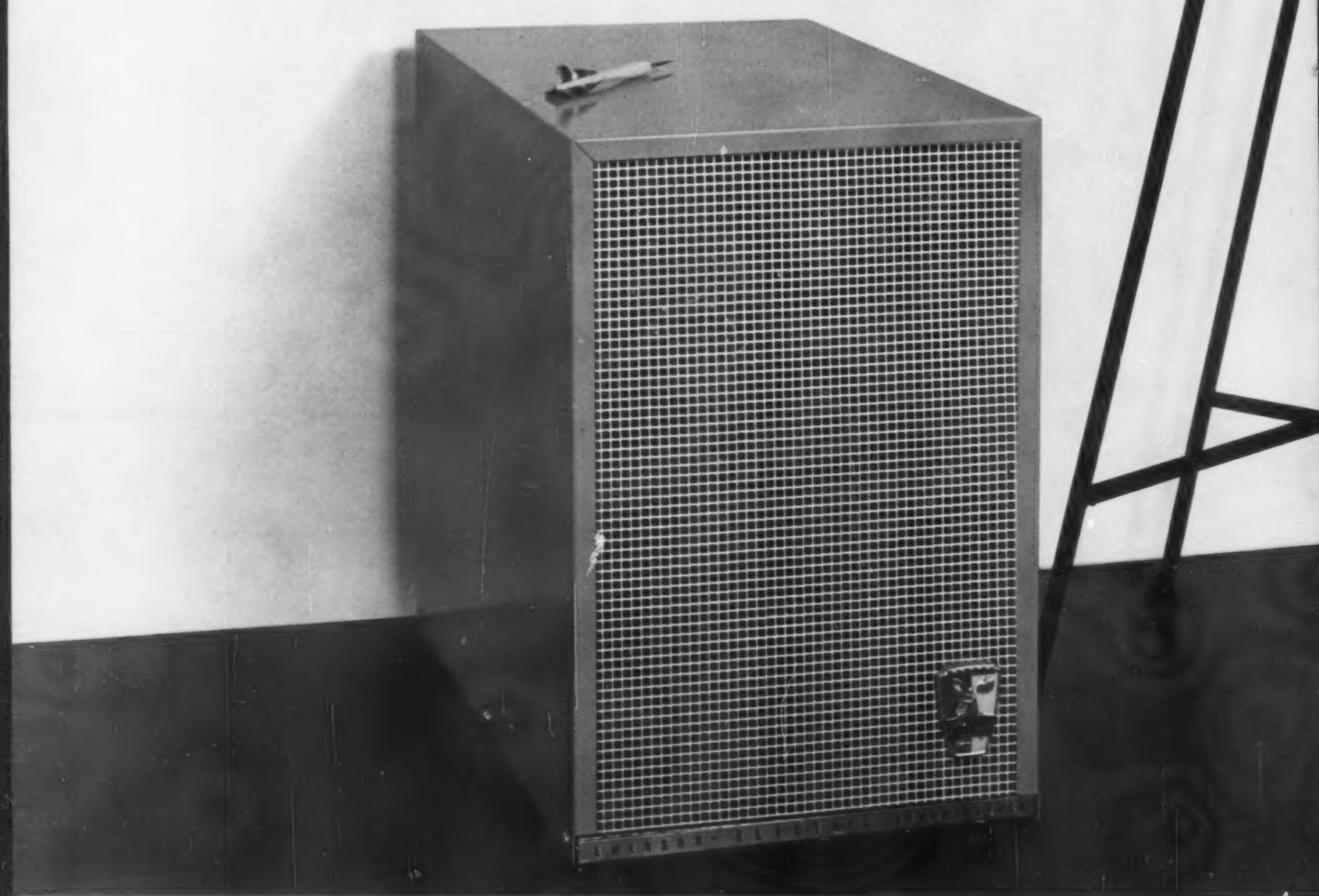
LIVE *even* BETTER

WITH THE NEW PORTABLE ELECTRIC

DEHUMIDIFIER

This high capacity, beautifully styled unit eliminates discomfort caused by high humidity and protects property from excessive moisture. Protect your clothes, furs and furnishings from mildew and moisture-rot . . . your tools and equipment from rust and corrosion. Famous Emerson-Electric 5-Year Warranty.



For complete information, including new Room Air Conditioner and Dehumidifier merchandising helps for '58, write:

THE EMERSON ELECTRIC MFG. CO.
8100 W. Florissant Ave. • St. Louis 21, Mo.

UNIT NO. X8862 INDEX A153(c)

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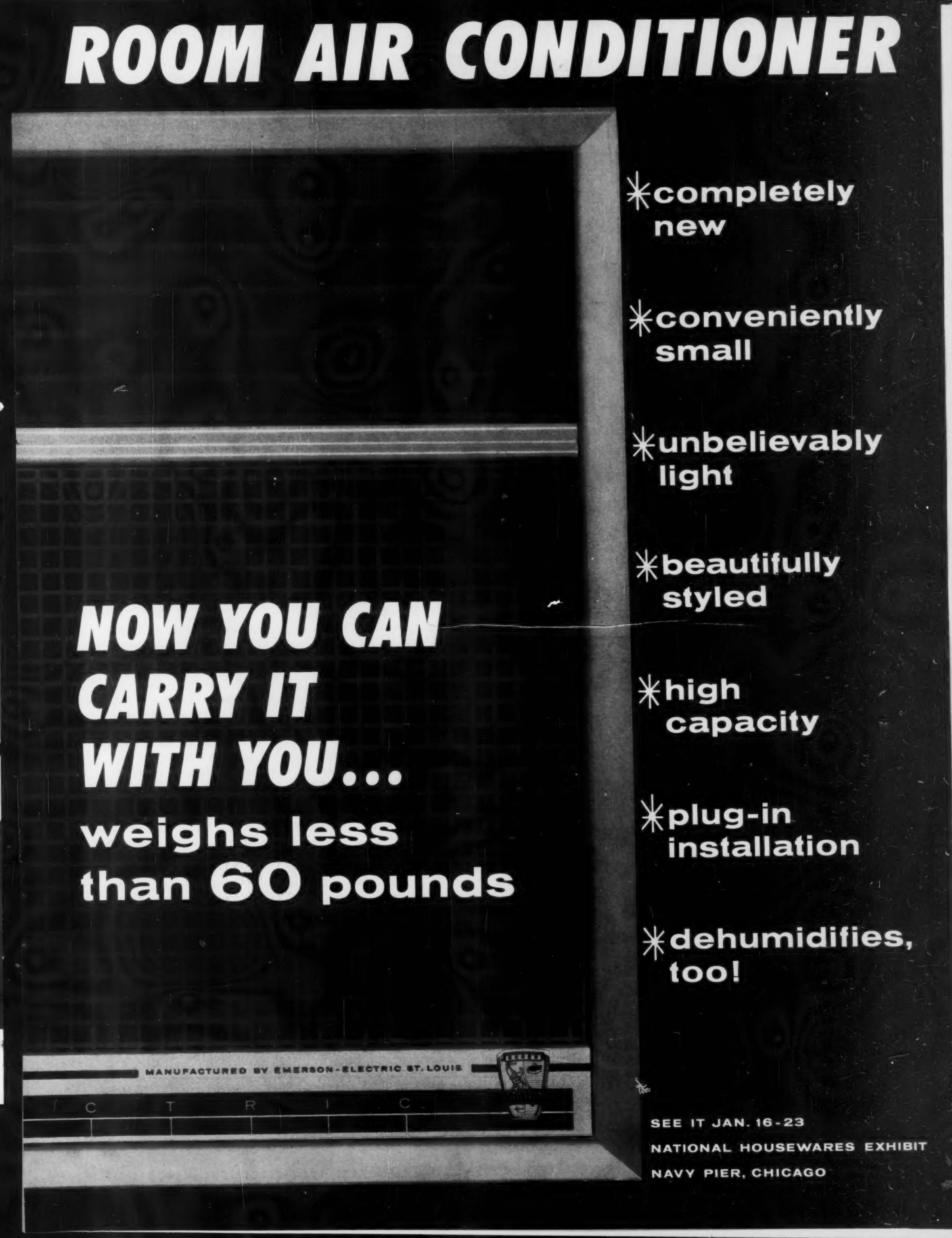

ROOM AIR CONDITIONER
NOW YOU CAN CARRY IT WITH YOU...
weighs less than 60 pounds
MANUFACTURED BY EMERSON-ELECTRIC ST. LOUIS
*completely new
*conveniently small
*unbelievably light
*beautifully styled
*high capacity
*plug-in installation
*dehumidifies, too!
SEE IT JAN. 16-23
NATIONAL HOUSEWARES EXHIBIT
NAVY PIER, CHICAGO

Record Players and Magnetic Recorders

"During 1957," says one industry spokesman, "hi-fi became a household word." The result: a 40 percent gain for phonographs and a 66 percent increase in recorder dollar volume

FROM the running start provided by a record-breaking 1956, both the phonograph and magnetic recorder industries broke all bounds in 1957. Total number of record players of all kinds sold reached 4,850,000 for an estimated retail value of $453 million; magnetic recorders, under the impetus of stereo, went to 500,000 units and an estimated retail value of $100 million.

These figures, available for the first year from industry-wide organizations, tell a big story, particularly when dissected. In both cases, it is apparent that 1957 was a breakthrough year for high-end merchandise.

The magic words are high fidelity. It was hi-fi merchandise that provided the buying reasons, and it was hi-fi merchandise that sold. Ordinary phonographs, and monaural type recorders are evidently on their way to becoming small dogs at the end of a very big tail, wagging furiously. Though still important in the total dollar volume picture, non-hi-fi merchandise is being overtaken rapidly, and this pace will quicken in 1958.

For example, Electronic Industries Assn. figures show that, in 1957, more expensive, combination units, almost all sold as hi-fi, gained 42.6 percent in units sold over their 1956 performance, while single players, a smaller percentage of which are sold as high fidelity, gained just 13.1 percent on 1956. In estimated retail dollars, the combos gained 50.2 percent, while the single players came up a little further at 22.4 percent over 1956. Obviously, more units were sold, and at slightly higher average prices, ranging from five to 10 or 12 percent higher.

What Is Hi-Fi?

There are still roadblocks in the way of the man looking for a definition of the term "high fidelity." The situation has settled down some, however. In 1957, it took a tough-minded individual to put a high-fidelity label on any unit selling for under $100, though, of course, there were some. Any possibility of confining the term to tested units capable of operating at minimum industry-wide standards is lost in the welter of small and large firms in the business, some national in scope, others only regional, some high-end specialists.

High fidelity is a merchandising term, for better or for worse. It now describes infinitely better merchandise than similarly-priced units ten years old, but it remains a merchandising term. One industry man underlined this thinking firmly when he provided an estimate of the hi-fi market by confining it to portables at $100, table models at $150, consoles at $200 and combination units at $300. He came up with 775,000 single hi-fi players and 400,000 consoles as true hi-fi's—a total of almost 26 percent of sales. For those addicted to percentages, this same set of figures shows that hi-fi provided 20.5 percent of single player sales and 53.3 percent of combination sales.

For a new star in any merchandising field, that's a pretty fair showing, particularly when in this case, sales of separate components aren't even considered. There are many other industry men, however, who could and would quarrel with these figures. The ranks of firms with single players in console form that retail at $160 to $190, and there are many such, would certainly disagree with any set of figures like these that leave those sets back in the old-fashioned phonograph section. And these same firms, and others, too, have combination units going at $250 to $300 that are in a similar position.

So any strict tabulation of the superiority of performance of hi-fi merchandise, either in the living room or in the marketplace, is impossible at this time.

If a few casual glances at statistics aren't enough, one industry man says, just consider the actions of the major TV manufacturers.

(Continued on page 132)

3 Year Sales Summary — RECORD PLAYERS

	1957			1956			1955		
	Units	Avg. Price	Retail Value	Units	Avg. Price	Retail Value	Units	Avg. Price	Retail Value
Single Players	3,775,000*	$75	$282,000,000	3,338,000†	$69	$230,322,000	2,233,700†	$69	$154,125,000
Combination Units	750,000*	210	158,000,000	526,000†	200	105,200,000	509,000†	200	101,800,000
Attachments	325,000*	40	13,000,000	312,000†	35	10,920,000	380,000†	35	13,300,000

†EIA (formerly RETMA)
*EIA estimates, subject to revision

IT ALL STARTED THE DAY WE BLINDFOLDED BETTY!

On September 16, Betty Furness first demonstrated the amazing Blindfold Test on a TV Spectacular on Westinghouse Studio One. It was one of the most highly rated TV Set commercials of all time! At the same time Westinghouse broke full-color ads in LIFE, POST and SUNDAY SUPPLEMENTS across the nation. Almost overnight a chain reaction set in. People coast-to-coast began asking for Westinghouse TV with Automatic Electronic Tuning. Westinghouse Dealers rang up record "big ticket" volume. Westinghouse TV sales zoomed—and they've been climbing ever since!

AND HERE'S WHY! →

WESTINGHOUSE MAKES AND ONLY TV WITH TRUE

ONE TOUCH DOES EVERYTHING–

1 Changes channels...

2 Fine-tunes sharpest possible picture...

No other TV gives you this selling story!

. . . because *no* other TV has true Automatic Electronic Tuning, today's most wanted TV feature! Only Westinghouse TV never needs fine-tuning. There are no buttons to fiddle with, no mechanical gadgets to adjust, wear out or break. *It's all electronic, all automatic!* This amazing TV retunes itself every moment of the program, too—even adjusts automatically for variations in house current or aging tubes or even signal strength. It's the *one* TV feature you can *demonstrate* (with the dramatic Blindfold Test)—a feature everyone *wants*—a feature that's selling Westinghouse table model and console sets as never before!

THE FIRST ELECTRONIC TUNING!

INSTANTLY AND ELECTRONICALLY!

3 Brings in clearest possible sound...

4 Continuously adjusts to variations in house current and signal strength!

6 MORE BIG REASONS WHY THERE'S NOTHING LIKE WESTINGHOUSE TV!

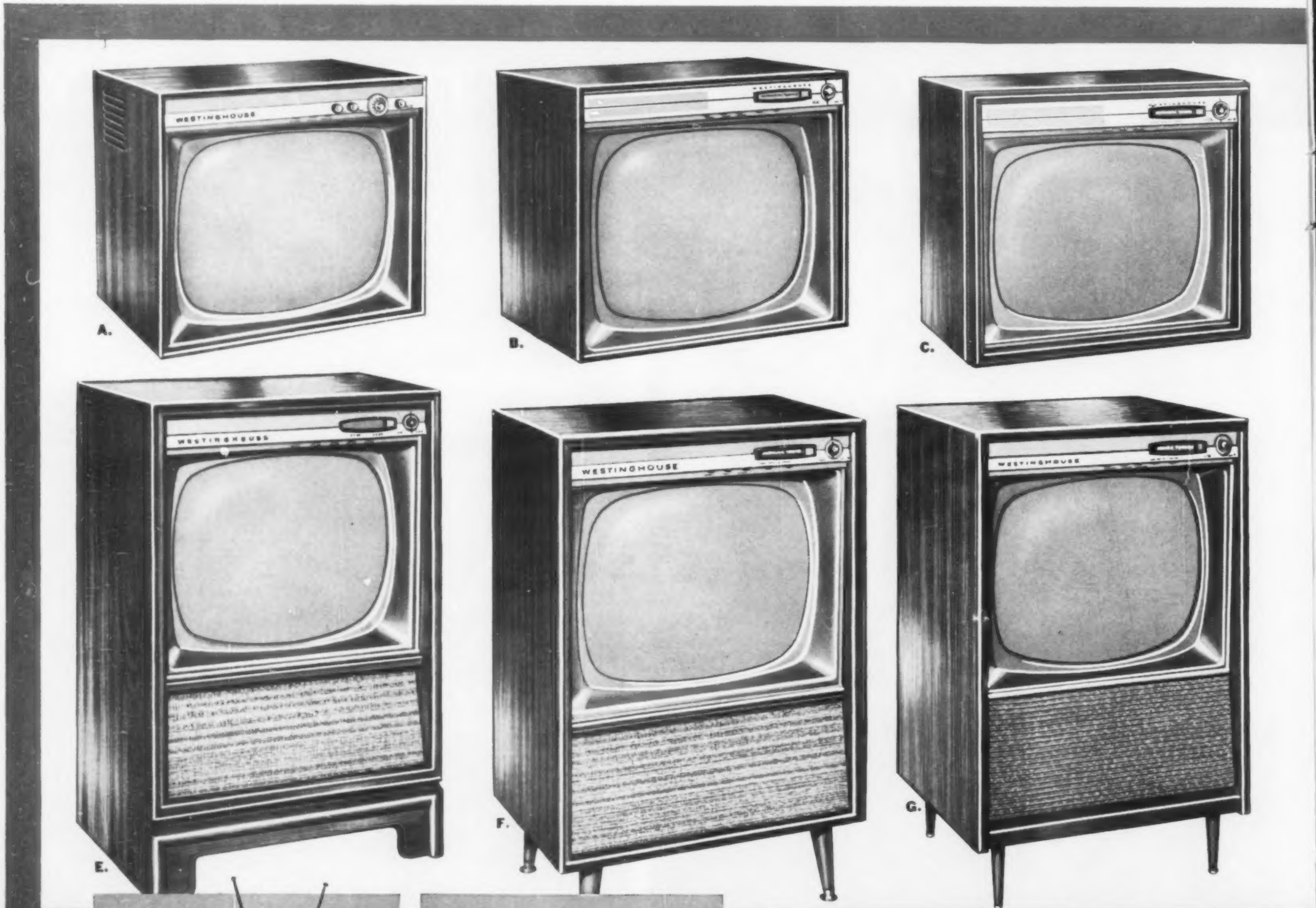
1. **High-fashion cabinets are 5" slimmer** in depth thanks to space-saving 110° picture tube.
2. **Adjusts for distance automatically.** Distant channels come in clearer. Local channels never "overpower" screen.
3. **Unmatched full-fidelity sound**—consoles have up to 3 big speakers, table models have "up-front" speakers a full 10" wide!
4. **Trouble-free Silver Safeguard Chassis** assures longer set life, new freedom from service calls.
5. **"Picture Pilot" Remote Control** (optional). No wire stretching to set, no batteries. Fine-tuning is done *automatically!*
6. **Push-Button On-Off Control**—no fussing with volume each time you turn on set. You set it once, then forget it.

SEE US AT THE
CHICAGO WINTER MARKET
SPACE 11-122
MERCHANDISE
MART
January 6-17

TERRIFIC INSIDE... AND OUTSIDE, TOO! →

Sleek new cabinetry makes this a "SHOW-LINE" too!

1958 WESTINGHO
BREATH-TAKING



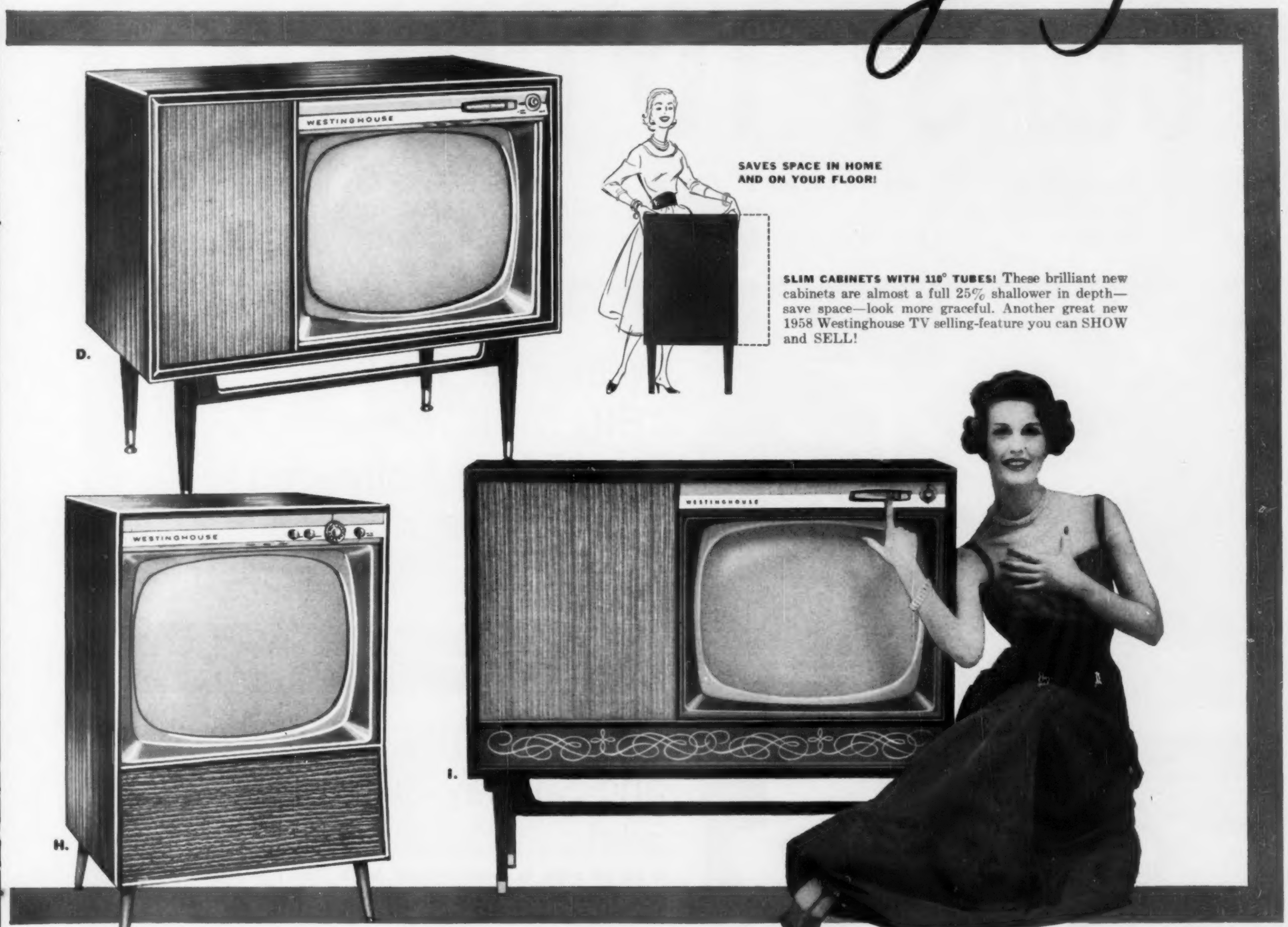
NEW 110° TUBE PORTABLE TV! Smartest of its kind, it comes in vinyl fabrics (17T244) as well as other decorator finishes (17T241). Resists scuffs and stains. Has built-in collapsible antenna, new shallower cabinet with 17-inch over-all diagonal, 155 sq. in. viewable area.

NEW VINYL TEXTURED PORTABLE! Here's another style leader—and it's priced for extra profits! Scuffproof, stain-resistant—comes beautifully finished in Saddle, Slate or Flame vinyl or decorator finishes. 17" over-all diagonal, 141 square inch viewable area. (17T238)

- **A. TUDOR**—Sales-pulling leader table TV in Mahogany or Limed Oak finish. (21T201)
- **B. WINDSOR**—Value-packed table TV with Electronic Tuning, 110° tube. (21T218)
- **C. NORDIC**—Custom Table TV with Electronic Tuning, 110° tube, slim cabinet. (21T220)
- **D. SCANDIA**—Low-priced Horizontal Console with Power Tuning, Push-Button On-Off. (21K214)
- **E. REGENCY**—Custom Console with Electronic Tuning, slim cabinet, 110° tube. (21K226)
- **F. LENNOX**—Handsome gold-trimmed Console with Electronic Tuning, 110° tube. (21K224)
- **G. VENETIAN**—Console with Power Tuning, Push-Button On-Off Control. (21K212)
- **H. SHEFFIELD**—Striking leader Console in beautiful wood-grain finishes. (21K204)
- **I. ATHENS**—Slim dramatic Horizontal Console with Electronic Tuning, 110° tube. (21K228)

All sets have 21-inch over-all diagonal, 262 sq. in. viewable area.

USE TV GIVES YOU *Show Room Styling!*



AND HERE'S NEWS!–2 SENSATIONALLY PRICED NEW MODELS. Not shown are a new 110° tube table model (21T206) and a new 110° tube console (21K210) *priced to pull heavy traffic into your store!* They're loaded with features . . . lend your advertising tremendous value-appeal. Together with the rest of the Westinghouse line, they give you a step-up story unmatched in the industry!

SHORT LINE–No inventory headaches or slow-movers. Westinghouse sets are built in only the fastest-moving price brackets—yet with such step-ups, there's a model to suit every prospect's taste and pocketbook.

SEE US AT THE CHICAGO WINTER MARKET
SPACE 11-122 MERCHANDISE MART
January 6-17

What a product!...and what a promotion! →

WESTINGHOUSE PRE-SELLS MILLIONS COAST TO COAST!

Launched last fall by, not one but *two* TV Spectaculars . . . commercial after commercial on nationwide Network TV . . . full-color ads in the country's top magazines and Sunday Supplements . . . the blistering campaign behind Westinghouse TV *continues!*

Week after week of "BIG STAR" Network TV direct from Hollywood!

One of the top network shows before, "Studio One" now goes to Hollywood . . . making it even hotter! Big name stars! Exciting new shows by top-drawer writers! Dramatic new photographic effects! . . . all attracting more viewers . . . all lending a new ar a of sales-excitement to the barrage of commercials on Westinghouse Electronic Tuning TV!

Full-color magazine and Sunday Supplement ads!

Ad on top of ad selling "Automatic Electronic Tuning" . . . in big full pages, in glamorous color! Ads in Sunday Supplements—right in your local market—in your own best advertising medium, your local newspaper!

PLUS! powerful newspaper ads in local markets . . . the largest co-op program in Westinghouse TV history . . . traffic-pulling display and promotion ideas.

SEE US AT THE CHICAGO WINTER MARKET
SPACE 11-122
MERCHANDISE MART
JANUARY 6-17

MOVE WITH THE LINE THAT'S ON THE MOVE—CALL YOUR DISTRIBUTOR NOW!

YOU CAN BE SURE...IF IT'S Westinghouse

TELEVISION-RADIO DIVISION • METUCHEN, NEW JERSEY

Make sure you have the New

Slim Trim LOOK of FASCO

Here are fans with all the glamour and sparkle of today's square, slim modern look. Smart decorator colors of mocha brown . . . off-white high impact resistant plastic diffuser grille . . . gleaming gold instrument panel make the deluxe fan a sure sales winner. All other models are equally as modern with the slim trim look. Just seven Fasco models are all you need to give a complete selection to your customers. There's a fresh look all about Fasco—new line—new prices—new sales policies. Send in the coupon for beautiful color catalog and complete information.

There's a fresh look at FASCO

FASCO INDUSTRIES, INC.
North Union and Augusta Streets
Rochester 2, New York

Please send me full information on Fasco Fans with the Slim Trim look

Name________________________

Company________________________

Street________________________

City__________ Zone____ State__________

EM-158

RECORD PLAYERS - RECORDERS

MARKET STUDY STARTS ON PAGE 124

Record sales, sky high in 1957, are another man's weathervane. The industry is talking out loud, too, with individual predictions and projections of all kinds: "We'll sell two phonographs for every three TV sets" is one; "A $300 million potential in hi-fi alone" is another.

Any still-unconvinced observer has only to step into any department store, television-appliance store or music store to have all his doubts removed. He'll be told that hi-fi is providing profits "like we used to get." That's probably hi-fi's greatest charm for retailers: its relative price stability, and its far better than TV margins. Discounting is strictly confined to the major metropolitan markets as yet. To boot, most dealers who are selling high fidelity merchandise in 1957 think they got in while the field is still young.

How Long Will It Last?

Almost certainly through most of 1958, hi-fi will remain a demand item, in the opinion of most people active in the market. These people point out that it was an improved product that started the boom, and that the products continue to improve. Rising public awareness will continue to enlarge the market, and there will be no reason to start any price-cutting programs, except in those areas where hardened consumers will buy no other way. The entry of the major manufacturers bolsters this view of an expanding market, as the big promotional money starts making itself felt in creating buying decisions.

On the other hand, some of the more pessimistic dealers, distributors and manufacturing executives find the company of the "big boys" stimulating mixed emotions. The tough-on-profits pattern of the growth of the TV industry is still fresh in the minds of these pessimists, and they don't welcome the possibility of any large-scale dumping, or of getting trampled in the rush for volume. They're keeping a wary eye on this market.

The big fellows themselves are happy with hi-fi. It's providing them, too, with margins of profits like they used to get, and for some, it's providing something to crow about on a different level than TV. They've gone to a "high fidelity" approach to TV, too, in some cases, and every line, of course, features hi-fi in high-end combination consoles. It's that "something extra" that pulls in a lot of buyers. Queried on the possibilities of discounting, major manufacturer men say, "Why? We don't have to."

Now Comes Stereo on Discs

A bombshell of sorts was dropped into the phonograph industry in late 1957 with the announcement that stereo disc cutting equipment had been perfected, and allowed true stereophonic systems with a single-needle record player, though two cartridges, amplifiers and speakers are required. As a matter of fact, two recording systems were announced, and therein lay the bomb. The industry, with one collective shudder, recalled the three-speed controversy and what it did to existing inventories.

The watchword is caution as far as phono manufacturers are concerned. It is almost certain that unlike most watchwords, this one will be used, and there will be no war between competing systems. One or the other will be chosen as the industry standard before any are on the market, the industry is confident. Both recording firms and player manufacturers have too much at stake this time.

However, industry men point out that, though they expect the stereo disc to move in on record sales and record player sales, they don't expect any wild-fire market. The system chosen is almost sure to be compatible with present equipment and records—that is, the stereo records will work on ordinary players and the stereo players will play monaural records. They compare the situation to that in the TV industry when color TV was introduced. Most of them think that the public "already had a picture" and so didn't rush to get color, too. That's the way they see the stereo disc situation, although some admit it may accelerate the hi-fi replacement market.

While phonograph men are reasonably confident about the industry's caution in selecting a system, they're nowhere near as calm about what might happen when the stereo gun goes off. They look for fast-on-their-feet smaller phono manufacturers to be off the starting blocks in a hurry—some say phono make-ready time can be as short as six weeks—and if the move does turn into a stampede, nobody wants to be standing around with a lot of technologically old-fashioned merchandise. Slow and easy is the word, but at the same time, phono makers are keeping a wary eye out. None expect to make it through 1958 before the introduction of stereophonic sound on discs.

Tape Takes Off

A jubilant magnetic recorder industry celebrated its coming of age in 1957 by allowing itself the luxury of a professionally-managed industry association. Recorder men think their product has passed the marketplace test, and are, for the first time, providing full sets of statistics to back up their claims. According to the Magnetic Recording Industry Assn., the charts presented with this article are the best estimates of past sales possible in an industry which got its start under the hands of many far-scattered entrepreneurs. For the future, MRIA promises to provide sales and production information each year either through its own bureau or through EIA facilities.

By any standards, recorder performance in 1957 was outstanding. In a jocular mood, one industry man said, "We are happy to announce that the high fidelity industry is now a supplier of accessory equipment to stereophonic systems." Of course, he was kidding, but his remark underlines the basic fact about 1957 and tape recorders: it's the year that stereo proved itself. Estimating past stereo performance, MRIA officials think that 60 percent of recorders sold in 1956 were monaural; 40 percent were stereo; in 1957, this swings the other way, with 60 percent stereo, 40 percent monaural. For 1958, they're predicting 80 percent of all recorders sold will be stereophonic.

4 Year Sales Summary . . . RECORDER RETAIL VOLUME*

	1955	1956	1957	1958
Recorders	$50,000,000	$60,000,000	$100,000,000	$120,000,000
Recorded Tapes	800,000	1,500,000	3,000,000	8,000,000

*Unofficial estimate, based on MRIA unit figures.

The advent of the stereo disc for phonographs is causing no gray hair in the magnetic recording camp. They say that they successfully built their industry with monaural recorders against the competition of the phonograph, and on an ever-increasingly profitable basis. They estimate they've sold about 2.5 million recorders to date. They were first in stereo, and they firmly believe in their product's basic superiority. In fact, they anticipate that stereo discs will just whet the public appetite for their form of stereo.

Not that they're going to sit back and watch from the sidelines when stereo discs arrive. MRIA is now planning a series of stereo concerts and shows, stereo brochures, and public displays and demonstrations.

Besides stereo, the recorder industry has plenty to offer its customers. The recorder manufacturer and the tape manufacturers are both MRIA members. And the tape manufacturers have used 1957 to expand their 1956 breakthrough in providing pre-recorded tape libraries.

Both raw tape and recorded tape firms were racking up sales as fast as possible this year. At mid-year, some were as high as 66 percent ahead of their 1956 sales. They have raw tape prices down to $2.80 for a consumer-sized roll, have made their raw tape packages much more consumer-designed, and catalogs of pre-recorded selections reaffirm the trend to stereo. In 1958, according to MRIA, 90 percent of the tapes offered will be stereo tapes; right now, half the companies offering pre-recorded tapes offer stereo only.

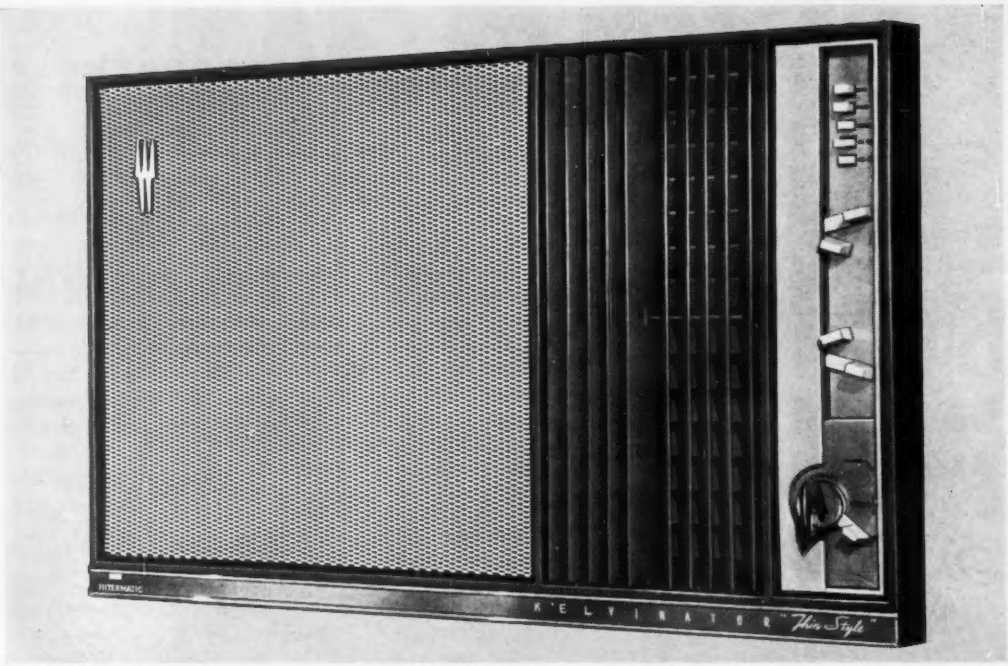
Distribution Getting Wider

Finding that, at least in the major markets, it's comparatively easy to trade up a recorder customer with stereo, dealers are racking up surprising percentages of such step-ups.

MRIA men say that retailers of all kinds took on tape recorders this year. Department stores and music stores evidently fell under stereo's charm at a far greater rate than before. Naturally, recorder men expect that this, as well as other recorder trends will continue, and the imminent entry of many of the holdout major TV-radio-phono manufacturers insures the still further spread of tape recorder distribution in 1958. According to one MRIA officer, "Every major manufacturer of home entertainment equipment is either already manufacturing or planning to manufacture a tape recorder." Of

(*Continued on page 136*)

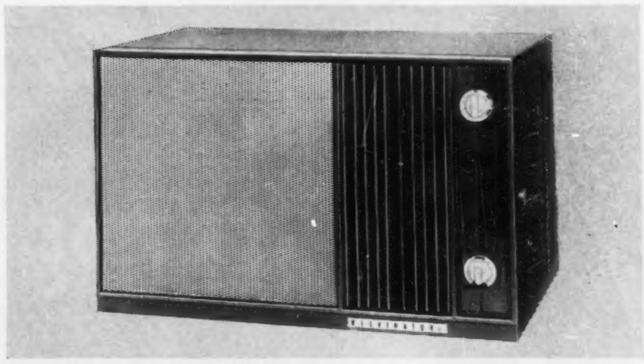

about time!
America's Foremost Manufacturer
Syroco
of Decorative Accessories Since 1890
ADDS DEEP-CARVED ELEGANCE TO ELECTRIC WALL CLOCKS
14.95 sug. retail
Game Cocks, 12" diam. Black-decorated Gold, White-decorated Gold, Copper-decorated Black finishes.
FOR KITCHENS FAMILY ROOMS PLAYROOMS DINETTES BATHROOMS BEDROOMS FOYERS
19.95 sug. retail. Traditional Sunburst, 16" diam. Metalgold finish.
All suggested retail prices slightly higher in West.
14.95 sug. retail. Modern Sunburst, 12" diam. Gold with Black dial, Copper with White dial. Black with Gold dial.
A new concept in electric wall clocks: elegance at a price! What used to be just a device for telling time is now an object of art, the kind of sell-on-sight wall accessory that appeals to every budget-bound homemaker bent on glamourizing her home. Now even her kitchen, bathroom, playroom and hallway can boast a living room flair. Now the excitement of decorator design and colors can be hers at pots-and-pans prices. Our famous hand-carvers have been renowned for their exquisite SyrocoWood creations for over 60 years, and they've lavished that same sculptor's talent on these striking plug-in timepieces. Your store can be the first to offer them to fashion-hungry customers in your neighborhood. CONTACT YOUR LOCAL DISTRIBUTOR OR WRITE FOR COMPLETE DETAILS NOW!
DESIGNS BY HARRY LAYLON
19.95 sug. retail. Zodiac, 16" diam. Metalgold, Black-decorated Gold finishes.
14.95 sug. retail. Provincial, 12" diam. White-decorated Gold, Fruitwood-decorated Gold, Gold-decorated White finishes.
10.95 sug. retail. Daisy, 11½" diam. Black or Copper finishes.
PERMANENT SHOWROOMS | Chicago, 1526 Merchandise Mart New York, 225 Fifth Avenue
SYROCO, INC. Dept. E18 SYRACUSE 2, NEW YORK
Gentlemen:
I am interested in your decorator-styled Electric Wall Clocks. Please send fully illustrated folder and other pertinent information.
NAME DEPT.
STORE NAME
ADDRESS
CITY ZONE STATE
Shopping the HOUSEWARES SHOW in CHICAGO? VISIT OUR PERMANENT SHOWROOM — 1526 MERCHANDISE MART
19.95 sug. retail. Four Seasons, 17" square. Metalgold, Black-decorated Gold finishes.



6 ALL NEW 1958 "THIN-STYLE" MODELS

. . . So compact—so narrow they fit into 27-inch openings . . . in the window, or through the wall. All have that sheer beauty and subtle elegance you get only with Kelvinator's new "Style Mark" design. Lovely Polar Grey and harmonious Twilight Grey are dominant colors. Entire finish is of highest quality for lasting loveliness.

Model	Current	Compressor
RH-1041	12 amp., 115 volt	1 H.P.
RH-1061	7½ amp., 115 volt	1 H.P.
RH-1081	12 amp., 115 volt	1 H.P.
RH-1082	230 volt	1 H.P.
RH-1581	12 amp., 115 volt	1½ H.P.
RH-2082	230 volt	2 H.P.

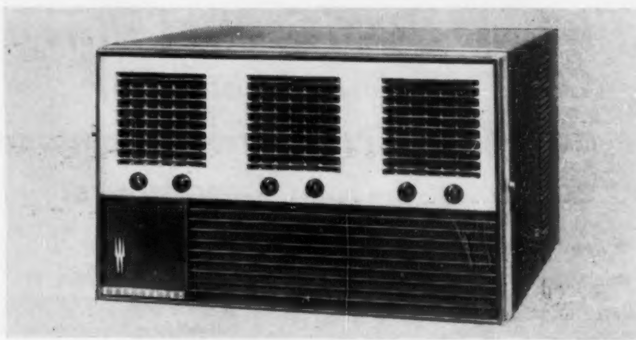


BUDGET LEADER BUILDS TRAFFIC . . . with Kelvinator's new 1 H.P. "Challenger" model at a down-to-earth price. A big capacity, 12 amp., 115-volt unit housed in the beautiful, compact "Thin-Style" cabinet. Quality features include: Adjustable thermostat, simple dial controls, adjustable air directional louvers, replaceable glass fibre filter.

CASEMENT WINDOW unit (right) gives you 1 H.P. low amperage, low operating cost to sell. No costly remodeling. Only 7½ amps., installs on any adequate 115-volt circuit.

NEW FILTERMATIC SIGNAL SHOWS RED when filter becomes dirty and needs replacing. It ends guesswork for your customers. As long as Kelvinator's exclusive Filtermatic Signal stays white with the air conditioner on, they know the filter is clean and they're getting full cooling capacity. As soon as the filter becomes dirty, Filtermatic automatically signals "red" and stays RED as long as the filter is dirty and the unit is on. A wonderful sales-making demonstration for you!

"MASTERPIECE" UNIT to the right has 2 H.P., big capacity for cooling large areas, small shops.



Kelvinator OLDEST MAKER OF ELECTRIC REFRIGERATORS FOR THE HOME

DIVISION OF AMERICAN MOTORS CORP., DETROIT 32, MICHIGAN

American Motors Means More for Americans

Live Better Electrically

REFRIGERATORS • WASHERS • DRYERS • ELECTRIC RANGES • FREEZERS • ROOM AIR CONDITIONERS

RECORD PLAYERS - RECORDERS

MARKET STUDY STARTS ON PAGE 124

course, many major manufacturers have already marketed tape recorders as part of their deluxe console line, using, in some cases, identifiable tape decks from established recorder manufacturers.

Prices Steady

Though there's plenty of discounting in recorders, prices yet remain relatively firm, and recorder men expect them to remain so. Prices won't rise much in 1958—"well under 5 percent" is what an MRIA official thinks.

In examining MRIA's figures for retail value in the accompanying chart, one can see the entry of some of the major manufacturers in what must be a higher retail price per unit, starting in 1957. Recorder men say this is to be expected, as the industry got its start with direct-to-dealer sales. Now, they say, the major manufacturers have to get more money to provide distributor profits.

There's practically a guarantee, in the words of one man, that there won't be any dumps in tape recorders during 1958. "It'll be a demand item," this man says, "so why should we dump?"

Pie in the Sky

Everything's rosy on the hi-fi front, which includes the high-end record player manufacturers and, by their own ambitions, the tape recorder manufacturers. For the record-player industry, an already established trend is bound to continue as the small-town markets—not yet fully aware—come in and as new products like stereo discs further stimulate business. The magnetic recorder people see 1957 as the year that piled up a big snow-ball for them, and indications are that a major market will develop, spurred by their own efforts and by increased activity by the major manufacturers. They, too, have sales-stimulating innovations up their sleeves—cartridge tapes, for one, might get approval in 1958 by the MRIA standards committee. And there's a rumor going 'round about multiple-track tapes. The posssibility of using the 3¾ i.p.s. speeds that showed up on new recorders this year is also in the works—and aimed at stereo. Either of these last two could have the effect of doubling tape capacity all at once. New thinner tapes could take hold, too, and if they could be used at slower speeds, could quadruple tape reel capacity.

Hi-fi has meant, to the record player industry, that they face the loss of some volume in the old bread-and-butter items, but the substitute purchases will more than pay their way. It's meant that some of the seasonality is out of the business, and there's hope that they'll be able to run the same assembling lines all year long. They already run them longer each year, and some see a plateau coming.

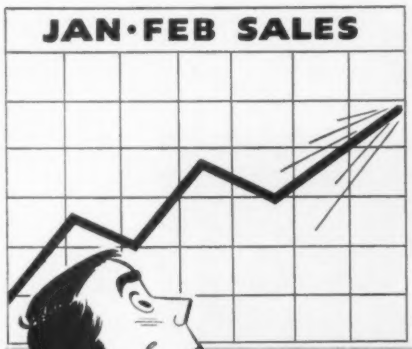
One record player industry executive recently opened a new plant for his firm, and made some predictions. He said that Americans will spend over a billion on home music entertainment in 1958. This will include $400 million spent on packaged hi-fi; $400 million spent on records and tapes; $140 million on phonographs; $120 million on tape recorders; and he didn't even count the components, estimated by some to run about $200 million in 1957. According to his figures, packaged high-fidelity instruments achieved a volume of more than $300 million in 1957, compared to $43 million in 1954. That's a long, long jump, and it's one reason why even the conservative men who make hi-fi merchandise are planning on record business in 1958, and there's no pun intended. *End*

4 Year Sales Summary . . . MAGNETIC RECORDERS*

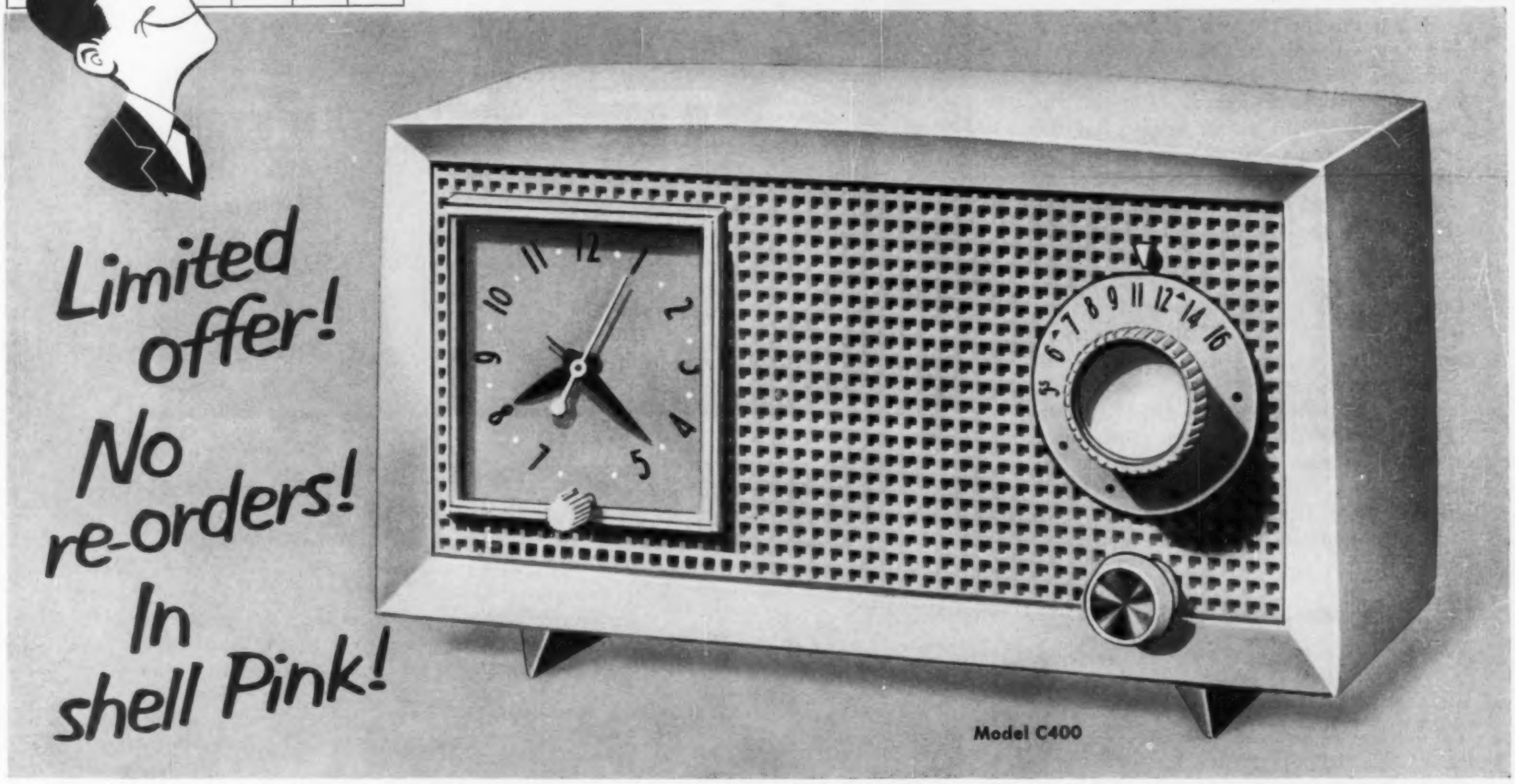
	1955	1956	1957	1958†
TOTAL sold each year	365,000	400,000	500,000	600,000
CUMULATIVE (includes sales prior to 1955)	1,550,000	1,950,000	2,450,000	3,050,000
SCRAPPED each year	150,000	175,000	200,000	200,000
CUMULATIVE (includes units scrapped prior to 1955)	375,000	550,000	750,000	950,000
SALES TO NEW USERS (first-time purchasers)	215,000	250,000	300,000	400,000
TOTAL in Service at End of Year	1,175,000	1,425,000	1,725,000	2,125,000

*Magnetic Recording Industry Association estimates. †MRIA projection, subject to revision.

EVEN BETTER in '58



New General Electric Clock-Radio Special



HERE'S the ice-breaker that turns Jan.-Feb. into a red hot sales season. Last year's Special was a sellout. Well, in '58 General Electric gives you an even bigger traffic building promotion. The best looking Clock-Radio ever offered for the money ... price-tagged at a low $19.95* ... plus expanded regional advertising support. It can't miss creating step-up sales all along the line. Tie-in fast—there won't be a second chance. Call your General Electric Radio Distributor today.

$19.95*

**Manufacturer's Fair Trade or recommended retail price. 90-day written warranty on both parts and labor. Slightly higher West and South. General Electric Company, Radio Receiver Dept., Bridgeport 2, Connecticut.*

Be Sure To See The Full Line of General Electric Radios When You're In Chicago:

Furniture Show—January 6 to 17, Room 1123, Merchandise Mart.

Housewares Show—January 16 to 23, Navy Pier.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Records

Twenty-five percent increase in sales brings volume to a $400-million peak and volume is expected to reach $480-million this year. 45 rpm records get 40 percent of dollar volume

ALL they want is more and more of music, music, music!

Disk sales spun to a record $400 million this year for a 25 percent gain over last year's volume.

Industry leaders say reasons for the continuing surge are (1) hi-fi, and (2) multi-million record sellers like Elvis Presley, Pat Boone and the Everly Brothers.

· Hi-fi is actually the peak of a boom that had its groundwork laid back in 1947 when Columbia came out with the first long-playing, near-unbreakable record. After that the stage was set for a record boom. But the boom didn't come immediately because (1) television diverted consumers' interests and pocketbooks, and (2) the record industry was confused by the continuing battle of disk speeds.

In 1953, people tired of TV enough to turn once again to their phonographs for entertainment. What they saw made them reach for their wallets.

In the years before LP's, an hour of music required 20 records costing $10-15. With LP's, music-loving has become much more attractive because one record offers a full hour of music (30 minutes to a side) and often costs as little as $2.98. Finally, hi-fi has put a touch of frosting on an already-tasty cake.

Package Sales Climb

The multi-million record sellers come in for their share of the credit. When people flock to record stores to buy a single Pat Boone record, they are exposed to come-hither pictures on bigger-ticket albums. Dealers say this situation makes for soaring package sales.

This year the packaged record stabilized at 55 percent of overall dollar volume (established in 1956), compared with 45 percent for singles.

The packaged-record sales figure of $220 million is no accident. When an artist sells big on singles, the disk-makers lose no time putting his sound into albums, knowing that many people who bought and liked the singles will shell out $2.98 for much, much more of the same.

Extended- play sales made up 10 percent of album volume in 1957, a slight drop from the previous year. EP's are going big on jobber racks in supermarkets and drug stores. But retail record dealers still prefer to sell two regular-play 45's for a total of $1.78 rather than sell the same music on a single EP for $1.29.

Single 45's this year moved up to claim 40 percent of the year's dollar volume. As in recent years, the seesaw with single 45's on one end and 78's on the other is slowly easing 78's down and out of the picture (this year less than five percent of overall volume was made up of 78's). And single 45's are filling in the gap.

The slow death of the 78 was speeded by price rises started by Victor early in the year. The 78 had reached the sales point at which it could no longer be made and marketed at a price below that of the 45.

Most dealers will be glad to see the present five percent slide to zero because they have long been discontent with inventory problems caused by the larger, long-outmoded 78.

Music Types Overlap

A breakdown of 1957 sales by music types is well-nigh impossible. This year more than ever before, three of the four basic music types (country and western, pop, and rhythm and blues) have overlapped to the point of utter confusion. For example, Presley—record seller of the year—was originally considered country and western, now can be (and is) tabbed as anything except classical.

Longhair music was down slightly in 1957, dropping from 17 percent in 1956 to this year's 15 percent of overall volume. But classical sales may pick up if other companies follow a lead set this month by Victor, plugging classical LP'S to be distributed via the United States mails.

Working with the Book-of-the-Month Club, Victor will each month offer record-club members one new selection and one alternate choice (both classical).

Following a pattern already set by the Columbia Record Club, the Victor plan will allow dealers to share the profits by signing up members in record stores. Letters from Victor are assuring dealers that club buyers will not be offered the general Victor catalogue.

The year 1957 saw almost 1500 different labels on the market. But figures released by the Record Industry Assn. of America show 40 companies doing 98 percent of overall volume.

A close look at the top 40 companies spotlights a recent industry trend—the rise of the "independent" company. For years the big four (Columbia, Decca, Victor and Capitol) overshadowed all the rest. Now they're closely followed by Dot, Mercury and MGM. This year such relatively unknown labels as King, Verve and Atlantic all brought out disks that sold a million.

The Middleman

Record distributors in the U. S. now number 663. Most are still single-line outfits at least partly owned by a manufacturer. But independent distributors—until recently a negligible factor—have grown both in numbers (100 now in operation) and in importance. Major companies which until recently

(Continued on page 143)

Many a family's vacation begins in the pages of BH&G!

There's nothing so powerful as an idea!

Once you start feeding practical ideas to men and women who are already eager for advice and information about how to have a better home and a richer family life, there's just no limit to what can happen! And that's the story of Better Homes & Gardens and why it grows.

BH&G makes the reality of everyday living so *exciting*, makes dreams of better living so *obtainable* that the millions of families who read and re-read this famous idea magazine every month really "live by the book". And "the book" is BH&G. Living—in the Better Homes & Gardens sense of the word—covers a wide range of family interests. All the way from "What shall we have for dinner tonight?" to "Where shall we go on our next vacation?".

The sales climate Better Homes & Gardens creates for advertisers is unique among all of the major media. Because millions of BH&G readers bent on putting ideas into *action* are in the mood to *buy!* *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

1/3 of America reads BH&G the family idea magazine

4,350,000 COPIES MONTHLY

Announcing the NEW
that turns
The one Floor Care Unit with ALL
Sunbeam
FLOOR CONDITIONER
Only the NEW Sunbeam Floor Conditioner offers your customers all these advantages
• Reversible Upper Hook makes power cord easy to release • Smooth, rounded unbreakable metal motor housing
• Over-Center Handle Stop keeps handle upright when desired • Operates flush with walls—No missed areas
• Powerful Sunbeam-built quality motor. Worm-and-gear drive
Gets under cabinets
Designed to scrub, wax, polish and buff under cabinet extensions.
Full 12-inch coverage
Two 6" brushes counter rotate for better balance—give full 12" coverage.
Brushes change easily
Brushes snap on and off easily—have quick release mechanism.
Brushes and pads included
Two sets of high quality Long-Life brushes plus buffing pads.
Rug cleaning kit available
Dry cleans or shampoos rugs and carpets with professional results.
Light, Stores Easily
Hangs up for convenient storage in closet.
By the makers of Sunbeam Mixmaster, Toaster, Percolater, Ironmaster, Frypan, etc.
© S.C. ® SUNBEAM, MIXMASTER, IRONMASTER
To provide convenient service during the long life of Sunbeam appliances, Sunbeam Appliance Service Company has established service stations throughout the U.S.A.


Sunbeam FLOOR CONDITIONER
"LOOKERS" into "BUYERS!"
the features for greater SALES and PROFITS
SCRUBS...
takes the hard work out of cleaning floors.
PROTECTS...
applies wax evenly and easily for full floor protection.
BEAUTIFIES...
quickly polishes and buffs to a new deep rich lustre.
CLEANS CARPETS
rugs and carpets clean easily with professional results.
Advertising power that PULLS!
Millions will see the new Sunbeam Floor Conditioner Nationally Advertised!
Perry Como Show—NBC-TV
Over 40 million people watch the Perry Como show over the NBC-TV network each Saturday night. The Sunbeam Floor Conditioner will be featured during 1958.
National Magazines
Better Homes
LOOK
McCall's
POST
Good Housekeeping
Local Newspapers
The Sentinel Review
The Post-Journal
The Spokesman-Review
The Courier-Standard
During 1958, Sunbeam will run hard selling newspaper ads in local newspapers throughout the country.
SUNBEAM CORPORATION, Dept. 27, Chicago 50, Ill. • Canada: Toronto 18

NEW. . .NEW. . .NEW FROM DU MONT!

LOWEST PRICE (wait 'til you hear it!)

EVER PLACED UPON A DU MONT ALL-WOOD CONSOLE...

YET HAS HAND-MADE CIRCUITS...

ADVANCED ELECTRONIC FINE TUNING...

TONE CONTROL...POWER TRANSFORMER

CHASSIS WITH FULL 30-TUBE FUNCTIONS.

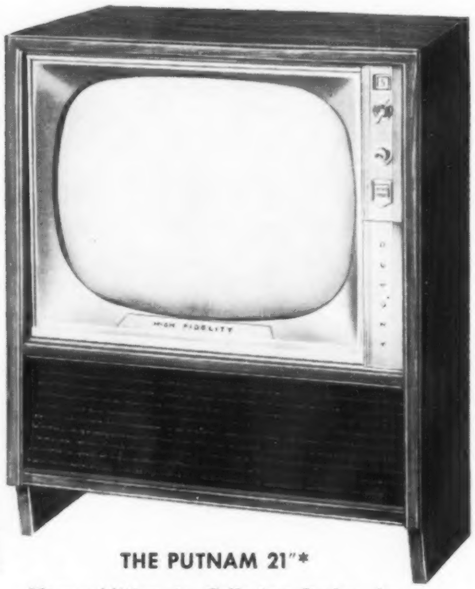
IN FACT, VERY SAME TV CHASSIS FOUND

IN DU MONT $1200 COMBINATION...

VERY SAME GENUINE WOOD...

SAME AUTHENTIC STYLING. ALSO HAS GREAT PROFIT ANGLE.

NAME IS DU MONT PUTNAM...SEE IT!



THE PUTNAM 21"*

New addition to Collector Series, includes all quality features plus front projected sound with speaker and baffle tilted upward for finest ear-level listening. Contemporary styling in genuine walnut, mahogany and limed oak.

WANT MORE? HERE'S NEW LOWBOY WITH

ALL-NEW DU MONT FOUR-SPEAKER

'WALL-TO-WALL' SOUND...A SOUND YOU CAN 'SEE'

BECAUSE FOUR-SIDED GRILL CLOTHS LET

CUSTOMERS KNOW IT HAS FOUR SPEAKERS...

GIVING YOU (believe-it-or-not) A SET

WHOSE SOUND SELLS ON SIGHT!

NAME IS DU MONT CANTERBURY...WITH

'WALL-TO-WALL' SOUND. A PROFIT-PULLER!

THE CANTERBURY 21"*

Another new model in Collector Series, featuring new 4-speaker "Wall-to-Wall" sound. Contemporary lowboy styling in real walnut, mahogany and limed oak.

**over-all diagonal measurement*

YES! ALL-WOOD, ALL-WONDERFUL DU MONT

NOW ALL-THE-MORE PROFITABLE WITH THESE ALL-NEW MODELS

You'll do **BETTER** *when you do* **BUSINESS** *with*

DU MONT®

...the line you can live with.

DU MONT®

First with the Finest in Television and High Fidelity

ALLEN B. DU MONT LABORATORIES, INC., EAST PATERSON, N. J.

RECORDS

MARKET STUDY STARTS ON PAGE 138

ignored independent distributors are now showering them with literature and salesmen in an attempt to head off competition from the smaller record companies.

The rise of the independent distributor is largely tied to the rise of independent record labels. Small record companies, lacking widespread distribution systems, are happy to deal with distributors who have no restricting ties with big-volume disk makers.

Distributors generally allow dealers a 38 percent margin off list, with an extra 10 percent often thrown in to tide retailers over slow (January and June-July) periods.

Consignment systems vary. As one industry spokesman put it: "there are as many consignment systems as there are manufacturers." Independent distributors often give attractive consignment deals on offbeat labels because they are selling a product of unproven quality. However, records from one of the "big four" are often offered at 10 percent "guaranteed exchange." Under this system a dealer can return up to 10 percent of his purchase and have the money credited to his next order.

The Dealers Themselves

Almost 9,000 dealers (exclusive of chain stores and rack jobbers) are currently selling disks to music-hungry fans. These dealers account for approximately 75 percent of the record industry's total dollar volume, with average per-dealer sales estimated at $33,000 (a figure made somewhat misleading by 1500 dealers who gross over $75,000 yearly). Almost half of U. S. dealers do an annual volume somewhere in the $15-$50 thousand range.

Geographically, record dealers are thickest in California, with Pennsylvania and New York following in that order.

In volume of business, the picture changes slightly with dollar sales highest in New York, followed by California and Pennsylvania.

A national survey conducted by *The Billboard*, trade paper of the record industry, draws this profile of record dealers in the record year of 1957:

The "records-only" dealer is a rarity. The survey finds 92 percent of record dealers selling 3-speed automatic phonos, 63 percent selling tape recorders, 59 percent dealing in AM radios, and 35 percent stocking TV sets.

Seven out of ten dealers display phonos and other equipment in the same department with records.

Inventory climbed in 1957. Eighty-three percent of stores reported increased LP inventory over the previous year. And 35.4 percent said their stock of EP's exceeded that of 1956.

Questioned on advertising outlay, three out of ten dealers said they spent more on media and direct-mail in 1957 than in 1956. They favor newspapers over radio by three to two. And just over 40 percent of dealers use direct mail to some degree.

The smaller dealers are fighting big-store competition with traffic-building "local" record clubs. Twenty-four percent of stores that gross under $50,000 have their own clubs. Another ten percent plan one for the near future. Most such clubs center around a plan that gives a customer one free LP after he buys a total of ten at usual prices.

Dealers report booming small-accessory sales for 1957. Biggest uptrends are in diamond and sapphire needles, disk-cleaning agents, and both blank and pre-recorded tapes.

Most record dealers are music dealers in more ways than one. Six out of ten say they now stock or intend to stock musical instruments. However, most report low volumes—59 percent gross less than $5,000 annually in instruments and instrument accessories. Most widely stocked instruments are (1) harmonicas, (2) a string group composed of guitars, ukeleles and banjos, and (3) brass instruments.

Musical accessories most often found in record retailers' stores are (1) sheet music, (2) instrument strings, and (3) reeds.

Discounting has had its effect this year in the record retailing business with most price-cutting centered around the high-priced LP package. Fifteen percent of all dealers reported they cut suggested lists on LP's. Small dealers showed themselves to be fighting fire with fire; a 1956 survey showed 9.6 percent of "under $50,000 annually" dealers discounting LP's—1957 figures see this percentage rising to 12.7.

Asked whether they feel competition from rack jobbers, 34 percent answered "yes." However, many others claim rack jobbers actually widen the record market by making buyers of people who never before bought records.

The Jobber Gets 5-8 Percent

Some 200 companies are now in the business of "rack jobbing" records. Their sales account for 5-8 percent of total industry volume. Jobbers buy their records at about 38 & 5 discount from the distributor, or 38 & 10 if they can deal in big volume directly with the manufacturer.

Jobbers service racks in supermarkets and drug stores, allowing the stores approximately 25 percent of the gross. Many jobbers are actually long-time vendors of drug items, candies, toys and other standard goods, who have recently added records to their lines.

Another notable record customer—this one not in direct competition with the record retailer—is the juke box operator. Fifteen percent of the record industry's sales volume goes into coin-operated machines. Of this portion, 75 percent are 45 singles, 19 percent are 78s and 6 percent EP's.

Operators change records in their machines (many of which offer 200 selections) an average of once every two weeks.

Radio broadcasting, long a prime factor in the record business, has never been more favorable to disk retailers. Record shows now take up 68 percent of the average radio station's broadcast time—far more than radio shows of any other type. The nation's disk jockeys, over some 2,700 AM stations, spin a phenomenal total of a half-million records every day.

Radio stations are not considered a large consumption factor in industry dollar volume because a large percentage of their disks come free as part of the manufacturer's promotion program.

The Crystal Ball

Much trade talk in 1957 centered around the stereo disk, a long dreamed-of development now emerging into reality.

Two binaural disk-recording systems have been demonstrated to the trade. A model shown in late November by London Records uses the lateral-vertical (sometimes known as "hill-and-dale") system of tracks cut in the disk groove. A single miniature needle .0005 of an inch in diameter plays the double tracks.

Another model, shown by Westrex (subsidiary of Western Electric), also has a single needle but the double tracks are placed in the grooves by a different method. Industry leaders are already moving to standardize methods of track placement and needle design. By acting early they hope to avoid headaches like those resulting from the pre-recorded tape mixup involving stacked and staggered heads.

Sound experts who have heard stereo disks demonstrated say a blindfolded listener can't tell whether he is hearing a stereo disk or binaural tape.

Industry spokesmen in on the demonstrations say the disk can be manufactured at a "reasonable" price; this price, though indefinite, should far undercut present tags on binaural tapes.

With the stereo disk apparently a manufacturable reality, the big problem ahead is development of stereo phonographs at a price music fans are willing to pay.

Even before the advent of the stereo disk, record manufacturers claimed they saw no threat from the fast-growing pre-recorded tape field. Their confidence is underlined by RIAA's executive secretary John Griffin, who says pre-recorded tapes had "no effect" on the record market in 1957.

A look at the year ahead shows first-of-year price rises centering around the longhair LP—getting prices back where they started from. (Classical LP's were generally sold at $4.98-and-up until 1955 when Victor started a downtrend by cutting their lower-end longhair to $3.98 to "broaden the market for classical music.")

Capitol's FDS (Full Dimensional Sound) series is going from $3.98 to $4.98 the first of this year. London's "5000" classical series, first marketed late in 1957, was introduced at $4.98. Other major companies are expected to follow suit due to rising cost of the hi-fi classical recording session.

The future for records: The 1957 increase shows that consumers with extra money are ready and willing to spend it on music.

The record industry bases a lot of optimism on the bumper crop of "war babies" now in their teens. These rock-and-rollers, who last year crowded record stores to buy more than 4 million Elvis Presley singles, will soon be married and earning their own incomes. As their tastes mature, the record-buying habit will send them back to the stores for pop albums, original-cast musicals and longhair.

Disk manufacturers are counting on these budding consumers to give a lot of push toward a predicted dollar volume of well over $500 million by 1960. *End*

Get Full Margin . .

BEAT THE PROFIT SQUEEZE

Royalist Washer $349.95* Royalist Dryer $299.95* (Gas) Royalist Dryer $249.95* (Electric) Convertible Washer $279.95 (Automatic) $229.95 (Semi-Automatic)

top-quality sales pitch gives you wider margins right up the line

Quality automatics, semi-automatics, gas and electric dryers, wringer washers, ironers . . . the works, all point to wider margins, bigger profits with Blackstone. Trade-up is easier, yet you carry no unnecessary inventory. Exclusive franchise protects your sales area.

Blackstone quality sells customers, keeps margins wide

Today customers want the best and can buy the best. But they must be told and sold with a quality sales pitch.

You sell the best when you sell Blackstone. Blackstone has long been noted for its quality—for value, excellence in workmanship and performance. *This quality has earned Blackstone the lowest service costs in the industry.*

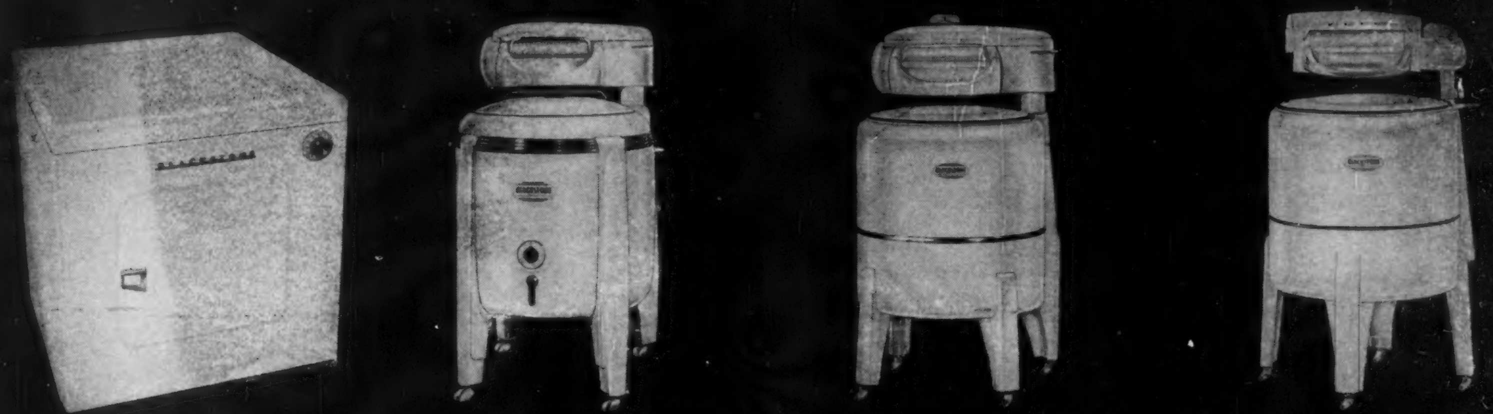
You demonstrate Blackstone's quality story with quality features. Show stainless steel inside and out; tangle-free, tapered tub design; new, Red Petticoat washing for dainty fabrics; infinite water temperature selection; lint-free rinsing; unique models . . . and more.

Blackstone helps you sell to the top

With Blackstone you sell a full laundry line. There's a model for every laundry prospect. Trade-up is easy and each model has the high margin you need for healthy net profits.

Blackstone's colorful, new sales kit puts customers in the buying mood to help you close sale after sale. Learn about Blackstone today.

. with the new complete *Blackstone* laundry line



Super Dryer $189.95 (Electric) — De Luxe Wringer Washer $184.95 — Super Wringer Washer $149.95 — Standard Wringer Washer — Promotional Model

*Figures are recommended List Prices (slightly higher in west). *Add $20.00 for stainless steel top.*

A. Blackstone Royalist Washer Model 350

Here's your top money maker from Blackstone. Feature for feature the Royalist meets and beats competition. Its recognized value commands the price that can net you full, healthy profits. The Royalist puts you into the rapidly expanding prestige class with tangle-free washing, overflow flush rinsing, infinite temperature range, full-fabric laundering . . . and more. Top available in stainless steel or durable white silapon.

B. Blackstone Royalist Dryer Model 293-193

Beautiful Royalist dryer gives you a matching laundry pair for highest profits. You sell drying heats ranging from room temperature to 190 degrees; up to 90 minutes of drying time; exclusive lint and moisture control; 3-position door for ease of loading and unloading . . . and more. Available in gas or electric, stainless steel top or durable white silapon finish, the Blackstone Royalist dryer sells even your hardest prospects.

C. New Blackstone Convertible Model 251-252

Only washer that converts from semi-automatic to fully automatic operation, with easily installed control panel. As semi-automatic your customer has complete control of entire wash cycle . . . hands never touch the water. As a fully automatic the convertible is equipped with water temperature selection, automatic timer and cold or medium rinsing. Unique 3-rinse method removes lint, soap and scum. Automatic panel lists at $50.

D. New Blackstone Super Dryer Model 192

As a companion piece to the Blackstone Convertible, the super dryer should account for a fat percentage of profits. Feature packed, the super dryer gives up to 90 minutes of drying with effective control of lint.

E. De Luxe Wringer Washer Model 331

Big, 10-pound capacity, with insulated tub. New streamlined deluxe wringer of welded construction. Automatic timer starts and stops washer after selected period of time. Triple cleansing Hydractor action. Durable supernamel finish.

F. Super Wringer Washer Model 130-A

A 10-pound capacity washer with definite "eye-appeal." Fully enclosed wringer column adds to massive beauty. Bar release safety wringer. Triple-cleaning Hydractor washing action. Easy rolling casters. Durable supernamel finish.

G. Standard Wringer Washer Model 136

A quality-built, low priced washer of 8-pound capacity. Bar release wringer with automatic water flume and polished hand rests. Plastic agitator. Precision-built mechanism with case-hardened steel gears.

Join the Force

- distributor and dealerships available
- clip this coupon for further information.

Blackstone

America's oldest washer manufacturer

SINCE 1874

Blackstone, the quality line that sells to the top

Blackstone Corp., Dept. M-3,
1111 Allen St., Jamestown, N. Y.

Show me how I can make more money with Blackstone

*Name*________________

*Position*________________

*Address*________________

*City*________ *State*________

Floor Polishers Vacuum Cleaners

Floor polishers set another sales record and vacuum cleaners maintain close-to-top volume. Both products edge into electric housewares category as a result of mass market competition

VACUUM cleaners had another cleanup year in 1957, despite a unit sales lag from 1956 of 12 percent. The 3,275 000 cleaners sold made it the second biggest year in the last seven.

Floor polishers, on the other hand, soared to new heights. For eleven straight years an unbroken record of gains has kept polishers climbing. The latest peak—595,000 units sold in 1957.

Total retail volume for these vacuum cleaner sales has been on the down side of a seesaw, however. Last year's ran to $276,-312,000, or a computed per-unit average of $84.37. This was a slide of 9.2 percent from the $304,377,000 volume for 1956. However, the per-unit average based on list of $84.37 was slightly higher than the $81.78 of 1956.

By contrast, volume on the record unit sales of floor polishers glided upward to $29,720,000, a gain over last year of 24.55 percent. Last year average per-unit costs of polishers was $57.50. This year it hit $49.95. Two years ago the figure stood at $54.

For vacuum cleaners, it was a year in which price continued to exert unprecedented influence on sales, and in which most unit sales fell in the $49.95 to $69.95 list price category. It was also a year in which local advertising got major emphasis; in which canister types represented the higher percentage of sales; in which direct sellers still took a back seat to over-the-counter retailers; and in which the merchandising of vacs took on more and more the coloration of electric housewares items.

For floor polishers, it was a year in which three additional manufacturers entered the field; in which the $39.95 to $49.95 price level became more firmly fixed; and in which the polisher slipped into the heavy promotional groove vacuum cleaner selling has taken.

Competitive Strains

Unquestionably price continues to be the single most important factor in vacuum cleaner selling.

This is the unanimous view of all major manufacturers in the vacuum cleaner industry. They only vary on the total disruptive influence it has had on merchandising.

"The almost complete price demoralization on the sale of cleaners through regular dealers was the most concerning and significant development in the vacuum cleaner industry in 1957," was the opinion of one prominent manufacturer.

Another felt that the cutback by one manufacturer of local and national advertising, and the subsequent cutback of a retail price increase was the most salient fact of merchandising last year.

Still another felt that "competitive pricing has moved the vacuum cleaner into the electric housewares category," which is another way of saying price pressure drove it closer to a traffic-building role.

From these and similar opinions, the pattern for the year looks something like this: An attempt was made early in the year to hike low-end unit prices by a nominal $5. The increase failed to develop sustaining power. At year's end, a similar attempt at upgrading prices was on. However, the vacuum cleaner industry is finding it difficult to upset the $49.95 promotional price level. Leader models, of course, have been offered at $39.95. And in various parts of the country, nailed down units have sunk to the low thirties, as occurred in 1956. In the main, however, when the leaders and the high-end units are averaged out and proper allowance made for discounting off list, the estimated average for the year works out to approximately $60.

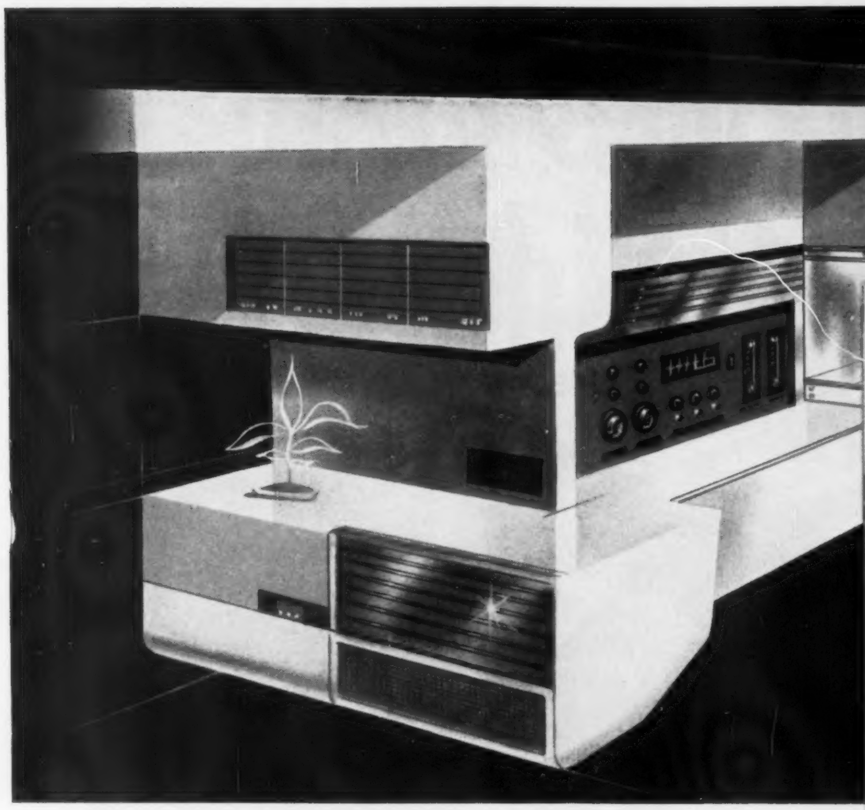
In 1956 one manufacturer commented, "Competitive prices in vacuum cleaners can't go any lower. They've hit rock bottom." This remained a fact for 1957 so far as offerings by manufacturers were concerned.

Dealer Squeeze

There was no guarantee that individual outlets accepted this fact as a truism, however.

Manufacturers as a whole still agree that the retailer is still the most significant cog in the merchandising of vacs. The direct, or door-to-door, seller still takes the short end of sales volume, they say. One puts the ratio of over-the-counter to door-to-door business at 70-30 percent, one as low as 55-45 percent. Best estimates peg it at 60-40 percent.

(Continued on page 150)



TOMORROW'S KITCHEN... a pushbutton operation

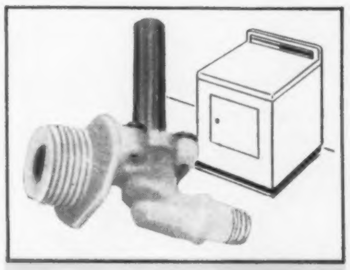
Cooking . . . laundry . . . dishwashing . . . water conditioning . . . ice making . . . refrigeration . . . heating . . . air conditioning . . . all provided for in this compact, convenient unit. Automatically operated from a central control panel. Fantastic? Not at all. In fact, it may be on someone's drawing board right now. Perhaps yours.

There'll be problems, of course. But if they involve the flow of liquids, turning on and off, controlling the rate of flow, measuring and dispensing, mixing for desired temperature, you'll most likely find the satisfactory solution in a Dole Valve.

No . . . it won't be a stock item. You won't find it on our shelves. It will be designed specifically for you . . . by Dole engineers working closely and confidentially with your engineers and designers. It will be produced fast and in volume . . . yet with the utmost accuracy and precision. And like everyone else who has had this experience, you'll be glad you came to Dole.

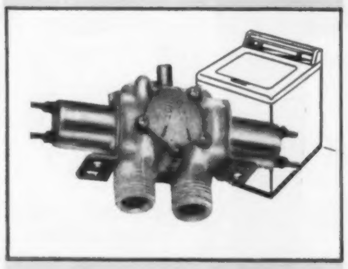
Whether you are designing for today or the future, if your project involves any of these problems of fluid control, you'll find it worthwhile to talk with a Dole engineer. There's no obligation.

Here are a few examples of Dole valves designed and produced for America's leading appliance manufacturers



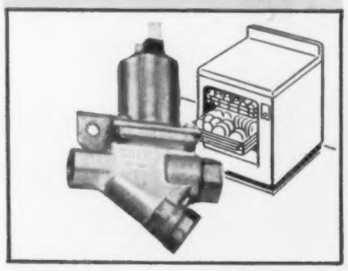
ON CLOTHES DRYERS

Developed for applications requiring controlled flow of cold water at rates up to 0.8 GPM. Here it provides a method of flushing lint and condensate. A unit of this type may be used in conjunction with other Dole units in combination washer-dryers.



ON AUTOMATIC HOME WASHING MACHINES

Dole Water Control Units similar to this were developed for the first automatic washing machines ever built. Such units turn water on and off, control rate of flow, and mix water to desired temperature. Dole also builds dispensing units to store and automatically dispense fabric conditioner materials at a predetermined time.



ON AUTOMATIC DISHWASHERS

Dole Single Solenoid Shut-off Valves turn water on and off and control proper flow rates for washing and rinsing. Incorporated in this valve is the Dole Flow Control. Dole Dispensers are also used in automatic dishwashers to store and automatically dispense water conditioner at the proper time in the cycle.

Control with

DOLE®

If you would like additional information about these or other Dole Solenoid Operated Valves we shall be glad to supply it without obligation.

THE DOLE VALVE COMPANY

6201 Oakton Street • Morton Grove, Illinois
(Chicago Suburb)

PHILCO introduces dramatic new *HTV* styling!

Slender Sets

appealing new design and a new kind of sound...

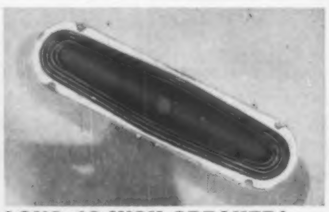
EAR LEVEL SOUND

Philco is first to bring you television with a new *high-style* look! Not just a sawed-off cabinet. Not just a warmed-over *thinner* version, but exciting new Slender Sets that will outstyle, outperform and *outsell* anything you've ever put on your floor! Fine lines, fine wood tones, the look of fine contemporary furniture. Hyper-power chassis. A picture as bright and clear as only Philco HTV can be! And *new* features that *sell* for you!

MODEL 4629

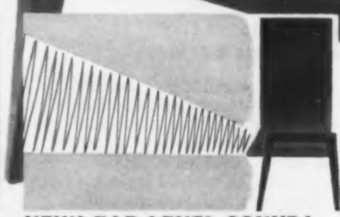
NEW! TOP LEVEL TUNING!

All controls are at the top, clustered in one level control panel that's Edge-lighted—easy to see! Dials glow softly—most beautiful control center in TV!



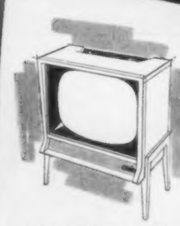
LONG 10-INCH SPEAKER!

This exclusive Philco speaker development makes possible a unique horizontal sound presentation—plus the new look in slender console TV!



NEW! EAR LEVEL SOUND!

Sit your customers in front of this new Slender Set console. Let 'em hear how the inclined Philco speaker directs *all* the sound to *ear level*.



MAHOGANY, WALNUT AND BLOND

wood finishes. Expertly crafted and polished. Truly fine furniture you can be proud to sell!

The Tapered Look!

Here's next year's look in table TV design—*right now!* Not only the slimmest cabinet you've ever seen, but it has the new *tapered* look. Display this and you'll stir up a crowd! Comes in sleek mahogany and blond wood finishes.

MODEL 4221

The Jeweled Look!

Today's most exciting high-style furniture combination—polished wood and shimmering brass! This Slender Set is designed for contemporary homes—casual living. Sound Out Front, Top Level Tuning. Be the first to offer this elegant new Philco table TV.

MODEL 4222

PHILCO announces sensational NEW LOW PRICES

on the Most Wanted Sales Feature in Television

WRAP-AROUND SOUND!

Already thousands of people in every part of the country have bought Philco Wrap-Around Sound! Now you can offer this *hottest of all* TV features —in *new* models—at the lowest prices ever! Not just lower list prices, but all-time low *cost* prices, too!

Wrap-Around Sound is the most realistic, easily demonstrated sound system ever built into a TV set! Just let your customers walk around a Philco —show them how the sound surrounds them no matter where they are! Wrap-Around Sound wraps up the sale! Get in on the *earliest, sellingest* spring in TV history with TV's most-wanted feature. Call your Philco Distributor *today!*

PLUS PHILCO'S 5 BASIC FIREHOUSE MODELS!

MODEL 4210-E   MODEL 4310-X   MODEL 4618   MODEL 4621   MODEL 4625

A WHOLE FRANCHISE IN JUST 5 UNITS! *Whatever* your customers want, *you've got* – in Philco's 5 Basic Firehouse Models – industry's hottest new beauties! Order now and be set when Philco's power-packed national advertising breaks for *you!* Smashing, full-page magazine ads – big-space newspaper campaigns – and exciting, traffic-building radio spots. Coming SOON – call your Philco Distributor NOW!

LIVE BETTER ELECTRICALLY

LOOK AHEAD... *and you'll choose* **PHILCO.**

FLOOR POLISHERS - VACUUM CLEANERS

MARKET STUDY STARTS ON PAGE 146

The promotional nature of the vacuum cleaner business and the close margins pertaining today are viewed as putting a strain on the door-to-door salesman. "In the face of stiff price promotions on vacs," says one manufacturer, "the specialty direct-sellers find it tougher and tougher to sell those high-end vacs so essential to support door-to-door operations."

As for the over-the-counter retailers, sales dominance still rests with big-volume, high-velocity sellers. This means the discount houses and department stores, and the one-price and negotiating independents who have fallen in step with the mass merchandisers. There is creeping evidence that what once held true for the hinterlands, for the cities and towns under 25,000 population, no longer applies.

In 1956, for instance, more than one manufacturer pointed out that dealers in those areas were still selling at list or close to list. But this past year one manufacturer talked about "the complete price demoralization on the sales of cleaners through regular dealers." He made no exceptions. The inescapable conclusion is that heavy price promoting, coupled with the harsh impact of volume sellers on a market area, forces the small retailer to sell price also.

It is this price pattern set by velocity sellers which is crippling every effort by manufacturers to raise prices. Volume feeds on price deals, on specials, on leader offerings. It is one reason big metropolitan retailers raise an eyebrow when manufacturers say "vacuum cleaner prices have hit rock bottom." Their doubts are multiplied when they find the variety chains speculating about deeper penetration in the electric housewares field. Some already carry vacs and floor polishers. And the food chain situation is still fluid enough to cause such retailers to wonder. These astute volume retailers can't visualize such outlets vying with each other to raise prices on such products as vacs.

What Sells

Manufacturers differ in their estimates of percentage of total sales by types, but not by much. Canisters outpace all other types in today's market. One estimate places canister sales as 40 to 50 percent of total, tanks from 25 to 35 percent, and uprights at 15 to 25 percent. Another gave canisters 60 percent of sales, tanks 22 percent, and uprights 18 percent. Still a third estimated canisters at 37 percent, tanks at 34 percent, and uprights at 29 percent. There is little doubt that canisters represent close to 50 percent of sales.

This picture shifts, of course, when saturation by types is considered. Uprights are put at 35 to 40 percent of total ownership, tanks in approximately the same range, while canisters still have a lot of catching up to do.

As far as customers are concerned, existing owners are still the best prospects for vacuum cleaner sales. Again there is no unanimity among manufacturers as to what percentage of total is represented by replacement sales. However, a a collation of five manufacturer estimates jibes closely with ELECTRICAL MERCHANDISING'S 1957 Replacement and Trade-in Survey. In this study, sales of replacement units came to 62 percent, compared with the 38 percent to new homes.

Trade-in Picture

In the same 1957 Replacement and Trade-in Survey, 50.9 percent of dealers selling vacuum cleaners accepted trade-ins. This signifies a sharp drop from a pattern of constant rise. This figure stood at 51.5 in 1954, rose to 55.3 in 1955, and to 58.7 in 1956. It would seem to indicate that more and more are finding it unprofitable to accept trades in an era of promotional price selling.

The clincher to this comes in the survey's figure relating trade-ins to total unit sales. For the same three-year period this figure had fluctuated. In 1954 the percentage was 32.7, in 1955 it was 27.7, and in 1956 it shot up again to 31.9 percent. In 1957, however, it nosedived to 15.7—clear indication that dealers were not accepting old units as trades in the replacement transactions being made.

Of these fewer trade-in units, less of them were junked (53.6 percent) than in 1956 (57.6 percent). Meanwhile, the number of units taken in trade that were sold "as is" went up again. In 1955 this figure stood at 12.3 percent. It slid to 8.7 percent in 1956, but last year it shot back up to 12.2 percent.

Although in 1956 the rebuilt and resold cleaners percentage stood at 16.6 of all trade-ins taken in, last year 20.5 percent were rebuilt and resold. Apparently dealers are finding it necessary to recapture dollars lost in new cleaner "pricesales" by profiting on reconditioned trade-in units.

Polisher Trends

In the floor polisher field, retail prices ranged from $29.50 for a single brush job to the top $139.50 twin-brush unit. Manufacturers insist, however, that 1957 "saw the entrenchment of the twin-brush unit selling for $49.95." More than one estimated that "the most popular price range was $39.95 to $49.95."

The twin-brush units, primarily because their manufacturers dominate the market, also took the lion's share of polisher sales last year. One manufacturer feels this dominance might be as high as 90 to 95 percent of sales. Two agree that the leading price model in the twin-brush category alone claims as much as 20 percent of all sales.

Another basis for comparison is saturation. Various manufacturers estimate floor polisher saturation still runs under eight percent. Most maintain twin-brush units outnumber single-brush by two to one. A lone dissenter believes the proportion is closer to one for one.

Ads and Displays

As with vacs, floor polisher sales were greatest in department stores.

"Our survey," points out one floor polisher manufacturer, "indicates department stores moved the greatest number of units in 1957, with appliance stores and discount houses second and third."

This was the pattern of response, with but one outstanding exception.

"The discount house was probably the type of outlet moving the greatest number of polishers," said this source, "followed by the small-town neighborhood dealers, department stores, and chains."

This manufacturer noted that polishers are available to volume merchandisers, including the discount house, and that these outlets, along with department stores and some chains frequently advertise polishers at reduced prices. Such promotional selling probably dropped the actual sales average of polishers closer to $44 than the $49.95 calculated on straight lists.

An unmistakable swerve away from national advertising to more local advertising took hold in the sale of vacuum cleaners in 1956, interrupting a five-year pattern of heavy national outlays. For vacs last year the same thing held true —comparable total outlays, but with the emphasis on local programs. Two manufacturers even indicated that the low gross profits allowed less and less dollars for expenditure on advertising.

And now the same pattern apparently is shaping up for floor polishers. Nobody is saying how much money actually was spent on promoting floor polishers in 1957. One manufacturer, however, talks about "the great increase in publicity and much broader exposure among dealers," another about "the increase in the number of manufacturers to promote these units," a third and fourth about "the emergence of the dual-brush units selling for between $39.95 and $49.95."

All this adds up to one thing. Price units were pushed heavily with advertising.

Back in 1956 and earlier, vacuum cleaner manufacturers lamented the fact that dealers "don't sell vacuum cleaners, they just point at them." In those days vacs still occupied a twilight zone somewhere between major appliance and electric housewares departments. Consider now what one

(Continued on page 154)

3 Year Sales Summary—VACUUM CLEANERS, FLOOR TYPE

	1957	1956	1955
Units Sold	3,275,000	3,721,900	3,270,000
Average Retail Price	$84	$82	$87
Retail Value	$276,312,000	$304,377,000	$285,702,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	33,200,000	31,600,000	29,586,000
Homes Without	15,400,000	15,815,000	16,414,000

America's newest home appliance brings you
FULL MARGINS

More Profits in '58

COMPLETE LINE
of riders, rotaries, and reels for every lawn.

FACTORY GUARANTEED
for 1 year. Engine by Manufacturers warranty.

TIME PAYMENT PLAN
gives you simple, no-cost financing to boost sales. Available in most states.

NATIONWIDE SERVICE
organization ends your parts and service problem.

NATIONAL ADVERTISING
in major publications pre-sells 54 million families.

SAFETY ENGINEERED
the FIRST gasoline rotary power mower listed by UNDERWRITERS LABORATORIES, Incorporated

UL

AMERICA'S FINEST QUALITY LINE

Excello

your best buy in POWER MOWERS!

Alert appliance dealers are spearheading an important *new* trend! They're moving into the power mower field with EXCELLO . . . because it opens up a booming market . . . gives them long margins and profits! And they choose Excello because it's America's quality power mower . . . because it's got *more* of everything. More PRODUCT . . . the hottest riders on the market, the rotaries with more customer-wanted features, the reels that all America knows. More PROGRAM . . . national advertising, a long-margin demonstrator model offer to build traffic, every sales and merchandising aid to turn *prospects* into *profits*. Here's *your* opportunity to move into this fast-growing market with the power mower that offers the MOST!

FEATURES THAT EVERY CUSTOMER WANTS!

- Jet-Spray Chute for carpet-smooth cut
- Excellomatic Remote Handle Control
- Trims within ½-in., front and side
- Super-powered for tough jobs, 1.75 to 4 h.p. 4-cycle engines
- Easy re-wind starter, vacuum-lift blade
- Simple, easy cutting height adjustment
- Cutting widths from 18-in. to 24-in.
- Sturdy non-rust aluminum alloy Hi-Lift dome, unconditionally guaranteed

Special! Extra-Profit DEMONSTRATION MODEL Offer!

MAIL THIS COUPON TODAY FOR FULL INFORMATION

HEINEKE & CO., Springfield, Illinois 90

Yes, I want to make more profits in '58! Send complete information on your Special Demonstrator Model offer, and Excello sales and service dealerships.

NAME. . . . .

FIRM NAME. . . . .

ADDRESS. . . . .

CITY. ZONE or ROUTE. . . . STATE. . . . . 45 . . . .

FLOOR POLISHER-CLEANERS

MARKET STUDY STARTS ON PAGE 146

manufacturer says competitive pricing has done to vacuum cleaners.

"We believe vacuum cleaners have moved into the electric housewares category; that wider dealer interest in the business has been created; but that customers have been encouraged to buy vacs instead of waiting to be sold."

In other words, vacuum cleaners are gradually taking on a traffic-building role, similar to electric housewares products. And floor polishers are not far behind.

This is not to say, however, that demonstration centers have slipped into oblivion, either for vacs or for floor polishers. When special demos are set up in volume outlets, they inevitably justify the expenditure of space, time, and personnel. But more and more advertising "tailored to sales volume," as one manufacturer put it, is taking over the pre-selling chore, both in vacs and floor polishers.

Regional Picture

Regionally manufacturers find vacuum cleaners sell best in the East, including New England and South Atlantic States, and in the Pacific States. One manufacturer, with his eyes fixed on the wooden, ceramic tile, and terrazzo floors, points out that polishers are a natural for the Pacific and South Atlantic regions, because that's where these floor types are most numerous. However, interlocked suburbia, and what is now termed interurbia, presents a continuous belt of metropolitan area from the Atlantic seaboard, across the mid-west tier states through the Great Lakes region and on to Chicago and beyond. This, plus the overlapping metropolitan areas of the West Coast, provides the vast reservoir of prospects from which most vac and floor polisher sales come.

What's Ahead

Practically all manufacturers of vacuum cleaners expect 1958 will be at least as good as 1957. This means approximately 3,200,000 unit sales for an estimated total volume of $260,000,000. The same manufacturers unanimously agree that there will be a slight upward revision of retail prices. One, however, takes a dissenting view, stating that vac prices will remain at their 1957 levels, with sales predominantly in the $49.95 to $69.95 range.

Most optimistic estimates on floor polishers are that unit sales will hit 550,000, for a total volume of approximately $30,000,000. The trend here will continue to emphasize compact units with fewer attachments. The units will also be as light as possible consistent with good polishing efficiency.

Central Vacs

What about central vacuum systems now being sold and installed by a handful of firms throughout the country?

Best estimates are that 2500 units were sold and installed last year. Prices ranged from $200 to $800, with the average unit cost about $300. Such units were suited to a six-room house.

About 5,000 of these systems are estimated to be in homes today. This particular segment of the industry expects to sell about 5,000 systems in 1958. *End*

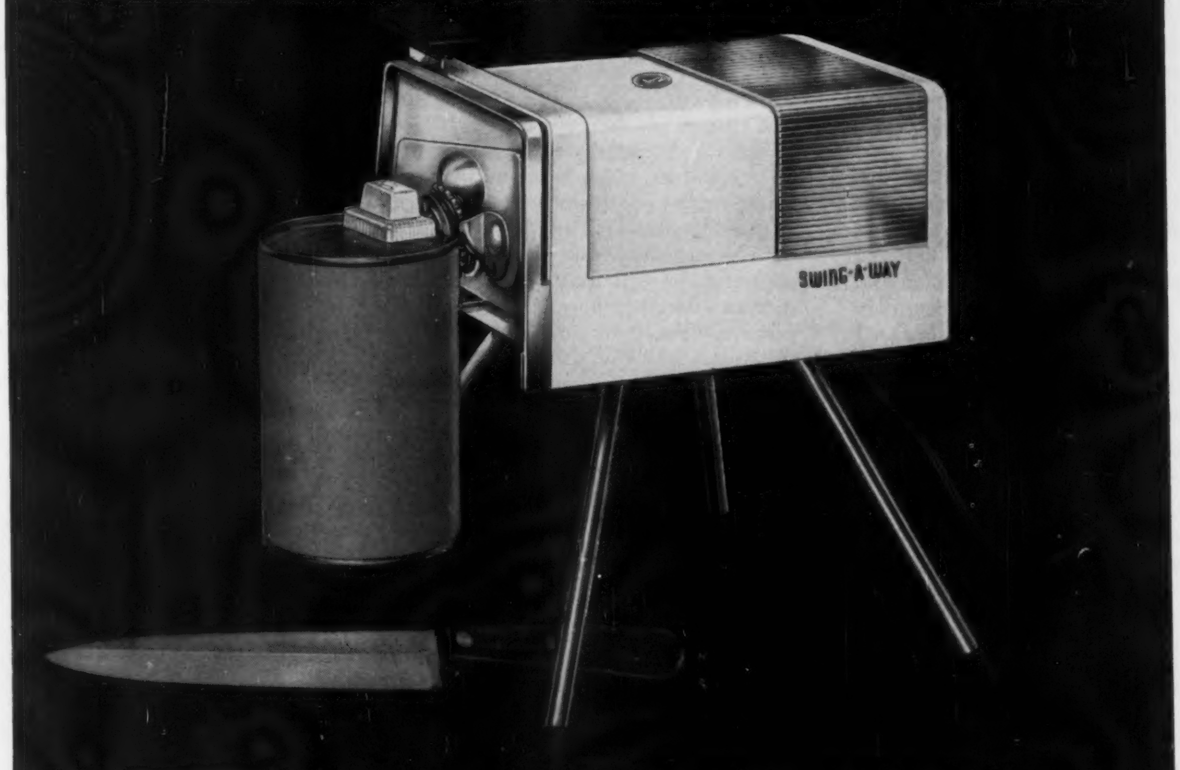
3 Year Sales Summary—FLOOR POLISHERS

	1957	1956	1955
Units Sold	595,000	415,000	375,000
Average Retail Price	$50	$57	$54
Retail Value	$29,720,000	$23,862,500	$20,250,000

Blueprint for Air Conditioner Sales

Coming in next month's issue—a complete study of all the things you can do to plan your 1958 air conditioner sales, from a discussion of the number of units you should sell in March to hints on when and how to buy. It's another **Electrical Merchandising Salesmaker**

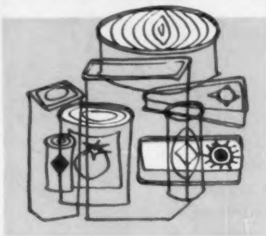
This portable, counter-top appliance opens any size, and shape can at the touch of a finger. Locks can in position and starts automatically. The lid is cut out in one revolution, magnet picks up the cut-out lid, and the can opener shuts itself off automatically, holding the can until you are ready to use it. This exclusive walk-away feature permits you to go about your kitchen business while the opener works for you. The finger-tip switch operates the full size knife sharpener, too, giving every knife a factory sharp edge. White housing with crisp lines and gold and chrome trim compliments every kitchen. Attractively gift packaged. Fully guaranteed. Model No. 2100 White with Gold-Chrome Trim . . . $27.95 Retail.



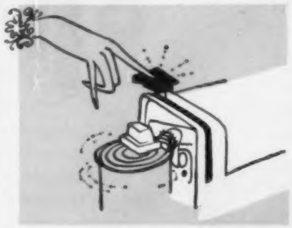
from SWING-A-WAY the company with the can opener reputation!

new SWING-A-WAY automatic-electric CAN OPENER and KNIFE SHARPENER

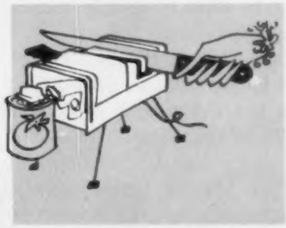
WALK-AWAY FEATURE automatically shuts itself off when lid is cut out.



OPENS ANY SIZE, any shape can at the touch of a finger.



SIMPLE, SAFE, SURE. Holds cut-out lid magnetically. Leaves a safety-smooth edge.



ALL ONE UNIT—Electric Knife Sharpener included. No Attachments. Rubber feet.

SWING-A-WAY FIRST IN SALES • FIRST IN VALUE!

Housewears Exhibit Booth 189-191

SWING-A-WAY MANUFACTURING CO. • 4100 BECK AVE. • ST. LOUIS 16, MO.

Kitchen Cabinets

Despite efforts to buck the tide, kitchen cabinet men lost ground in 1957. Their problem: slowed homebuilding and snarled distribution. The hoped-for-cure: more dealers in remodeling

EVEN the front-runners had it rough this year in the kitchen cabinet industry. At best, the top firms registered only slight gains, while most took another drubbing—for the second year in a row. Total sales of 2,490,000 units are a 17 percent loss from revised estimates of 1956's 3,000,000 units. Increased prices held the dollar sales volume loss to 11.7 percent in 1957, for a total of $150,120,000.

It's that revised estimate for 1956 that provides sobering statistics. Midway through 1957, the Steel Kitchen Cabinet Manufacturers Assn. lopped some 600,000 units off their overly-optimistic earlier projections for 1956 sales. Re-figured, this puts their 1956 sales almost 26 percent under their booming 1955 record year. That's a real slide for any industry, and all by itself explains the hasty exits many old names made during 1956.

What Caused the Decline?

For 1957, housing starts went down instead of up, and the business got no better. Those firms that had good dealer structures, and had already established good bridgeheads in the remodeling market were able to scratch hard and stay even with their 1956 figures—for the most part, these were firms that had done well in a poor year in 1956. There are not many such. Others, with as much as 80 percent builder trade, can't do without them, but they're disenchanted.

Asked why the decline, most steel cabinet men point to a variety of causes, all rooted in the housing start decline. Among the variations on this theme, the decline in appliance sales is also pinpointed as evidence of the market that wasn't there. Tight money gets its share of the blame; higher labor and material costs were a big factor, cabinet men say. Others point to what is politely referred to as fouled-up distribution.

There is a school of thought within the industry that kitchen cabinet selling, particularly steel kitchen cabinets, is in a period of violent readjustment, oriented around distribution. During 1956, the advent of full-scale entry into the kitchen business by major appliance manufacturers was almost universally hailed by steel cabinet men. Those who didn't see more work for their own assembly lines in making cabinets for the appliance people thought that appliance-man merchandising techniques would give the whole industry a new shot-in-the-arm. Well, there are still some who think so.

There are others, though, who are licking their wounds, following a loss of distributors—distributors they chose in the first place because they also handled appliances. Naturally, when the distributor's appliance line came out with cabinets, and he was asked to handle them, he went along. This left some kitchen cabinet men looking for distribution. And a year like 1957 is no time to be out in the middle of the stream changing horses.

Pointing to this, the full-line appliance men state that where a distributor has a line of appliances in which he gets his big volume, and a separate line of cabinets, it is inevitable that cabinets get the left-over attention only. Where the cabinets have the same name on them as the rest of his lines, and where he is judged by just one source on performance in all lines, the feeling is that he must and will work harder to move cabinets. This, of course, remains to be seen, for though several appliance manufacturers are well into the kitchen business, there seems to be none fully out of the woods yet, at least in their cabinet lines. Published statements by appliance manufacturers indicate, however, that their emphasis on the kitchen package as the vehicle of future appliance sales is not going to slacken.

One industry manager agrees that there are distribution problems, and that the market shrank some in 1957, but he thinks the industry's problem is really basic. In his words, "We're just not competitive. Steel cost keeps going up way out of proportion to competitive materials. The average steel cabinet gets shipped further than wood. And our formal distribution has to provide profits for several hands along the way. The result is we get beat." This man thinks that wood has been faster on its feet, able to deliver on the job in a hurry, excepting, of course, the

(*Continued on page 158*)

3 Year Sales Summary		1957	1956	1955
STEEL KITCHEN CABINETS	Units	2,490,000	3,000,000	4,046,000
	Retail Value	$150,120,000	$170,000,000	$209,328,000

KITCHEN CABINETS

MARKET STUDY STARTS ON PAGE 156

custom lines, which face the same delays that many color steel cabinets do—that is, in those plants that make color to order. Backing up his thinking, at least about the price competition, is the fact that the industry this year had to peg prices about 7 percent over 1956.

On the other side of this competitive picture, an informal SKCMA survey showed that steel could beat on-the-job wood for a similar 8-ft. kitchen. Five steel cabinet manufacturers took on the task of figuring costs for a cabinet installation including 2 base cabinets, 1 sink front, 2 wall cabinets and all sales and installation costs. At the same time they figured costs of lumber, hardware, carpenter time, paint and painter time and other on-the-job costs for a similar wood set-up. Figuring the steel cabinets at the builder price, the five studies averaged out at a $49.03 difference in favor of steel.

Color Didn't Cure

While color in the kitchen has served as a good competitive measure against wood for some manufacturers, most are also fighting fire with fire—they've added wood fronts to their regular lines—and all say they've been successful in doing so. The trouble with color, industry men say, is that the cure was worse than the disease.

What they mean is the insurmountable inventory problem. A manufacturer and his distributors have to make their choice—either stock both white and colors at a terrific capital lock-up cost, or settle for delayed delivery in the colors. Neither of these is very palatable, but one of them has to be choked down, as the industry average ratio of white sales to color-and-wood hovers right around 50-50, ranging only to 60-40 in either direction for individual firms.

The industry is watching one possible solution to the inventory problem. This is a snap-on door system which makes all cabinets a neutral color, and has color or wood finishes on doors only. As one onlooker described it, this system requires that the proper color mix be maintained in a stock of door panes that will run, in quantity, about 50 percent ahead of the proper cabinet inventory, providing headaches of its own, but at lesser cost than the full cabinet inventory.

Among those firms that choose to make color to order only, one big job is supervising the "mix" of colors, and it's among these firms that you get the quickest answer to the question, "Which color is moving best?" For one, oddly enough, "There isn't a two percent difference between any of our colors." For most, pink is the big seller, and some shade of tan or light brown the comer. For those with wood doors in their lines, and there are few without them, the wood finishes run even with the front-running colors.

There were no startling innovations in cabinets during 1957. Many special cabinets were put into lines, and some special cabinet components appeared to bolster sales stories. The appearance of wood on hitherto steel-only lines was of only passing interest to the industry, as the general feeling was that this was inevitable.

Built-ins continued to give cabinet manufacturers fits, with their seemingly helter-skelter dimensions. And standardization problems in early 1957 got to the point where the wood and steel cabinet people met to explore a way toward simplification. The basic problem is that architects and builders work with a 4-in. module in the design and construction of homes; they almost have to, as that's the way their materials are built. Similarly, for practical cabinet and appliance installations, the cabinet industry works with a 3-in. module.

The final plea in the joint statement issued by SKCMA and NIWKC was that architects and builders provide even foot inside dimensions in kitchens or areas in which cabinets and appliances are to be installed. According to both associations, there is evidence that their ideas are taking some root. A similar request that appliance makers give some thought to cabinet problems is bearing fruit—the associations are getitng some looks at dimensions before new models go into production.

Wood Has It Bad, Too

The steel cabinet man's competition—the wood cabinet manufacturer—didn't register any great gains in 1957 either, according to the National Institute of Wood Kitchen Cabinets. There are 23 member companies in NIWKC, doing an annual volume of about $40 million. There are plenty of non-NIWKC cabinet firms, too, with the best estimates of the factory-built wood cabinet total annual sales running around $150 million. This figure doesn't account for large numbers of purely-local firms that nonetheless provide stiff competition for both steel and wood factory lines.

Assigning sales volumes on a basis of the educated guess is the only way any sort of information can be gained about the wood cabinet business, says the NIWKC. This stems from the nature of the field, and its differences from the steel cabinet business. In steel, the capital requirements force manufacturers to be fairly large. In the wood field, according to one industry leader, "Anybody with a couple of power tools and garage space can build cabinets—and good ones, too." While not strictly accurate, this statement does hold water.

The result is that the biggest producer of wood cabinets probably does about $6 million a year and there are many, many major producers. It is only recently that signs of their eventual cooperation on anything like a nation-wide basis started to show up. They are not yet, however, to the stage where they'll swap vital statistics. A 15-month effort by NIWKC to collect facts proved that: it had to be temporarily abandoned for lack of figures. The program will be resurrected later, NIWKC says.

There is just one set of figures that does indicate something about the wood kitchen cabinet business in 1957. That's NIWKC dues payments. These are set up on a sliding scale according to sales volume in units. In 1956, a year when steel dropped, NIWKC dues payment increased each quarter right through the year. In 1957, they dropped each quarter right through the year, proof that steel wasn't all by itself in the doldrums.

This doesn't necessarily indicate a dollar loss, however. Cabinets have been getting more expensive due to upgrading all along the line, and built-in appliances also boost cabinet costs. "There's quite a difference between a $40 or $50 base cabinet and a $150 unit to take an appliance," one wood cabinet man points out. The NIWKC thinks that the number of cabinets made to hold built-ins is increasing by about 10 percent each year.

The wood cabinet men say that they share competitors with the steel men, and that they both have similar problems. The mutual competitor is, of course, the on-the-job cabinet builder, who still grabs the lion's share of the business. One steel cabinet marketer figures that 9 percent of all cabinets installed are factory-built wood; 25 percent are steel; the balance are job-built.

Wood cabinet men comment that this particular set of figures is probably correct, except that they are inclined to take some smaller producers' output from the job-built category and add it to the "factory-built" classification, coming up with a factory-built wood percentage roughly equal to that of steel. One or two other steel firms back them up on this.

Shooting for Remodeling

Both wood and steel men are looking for dealers again in 1958. They're all pinning their hopes on the remodeling market. In fact, a recent NIWKC bulletin advised members that until 1960, they'd do best to concentrate on that segment of the market. This advice is based on a good look at the home

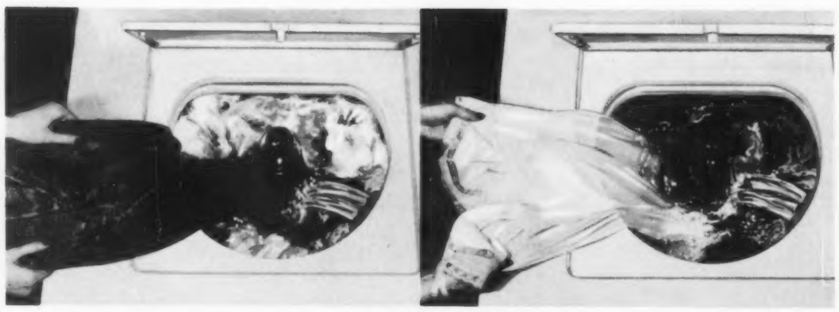
(*Continued on page 159*)

NEW RCA WHIRLPOOL WASHER AND DRYER

wrinkle-free washing

"waste-free" washing

Exclusive Suds-Miser®, the famous built-in suds return system that saves gallons of hot water, saves boxes of soap . . . is one big reason women want and buy an RCA WHIRLPOOL.



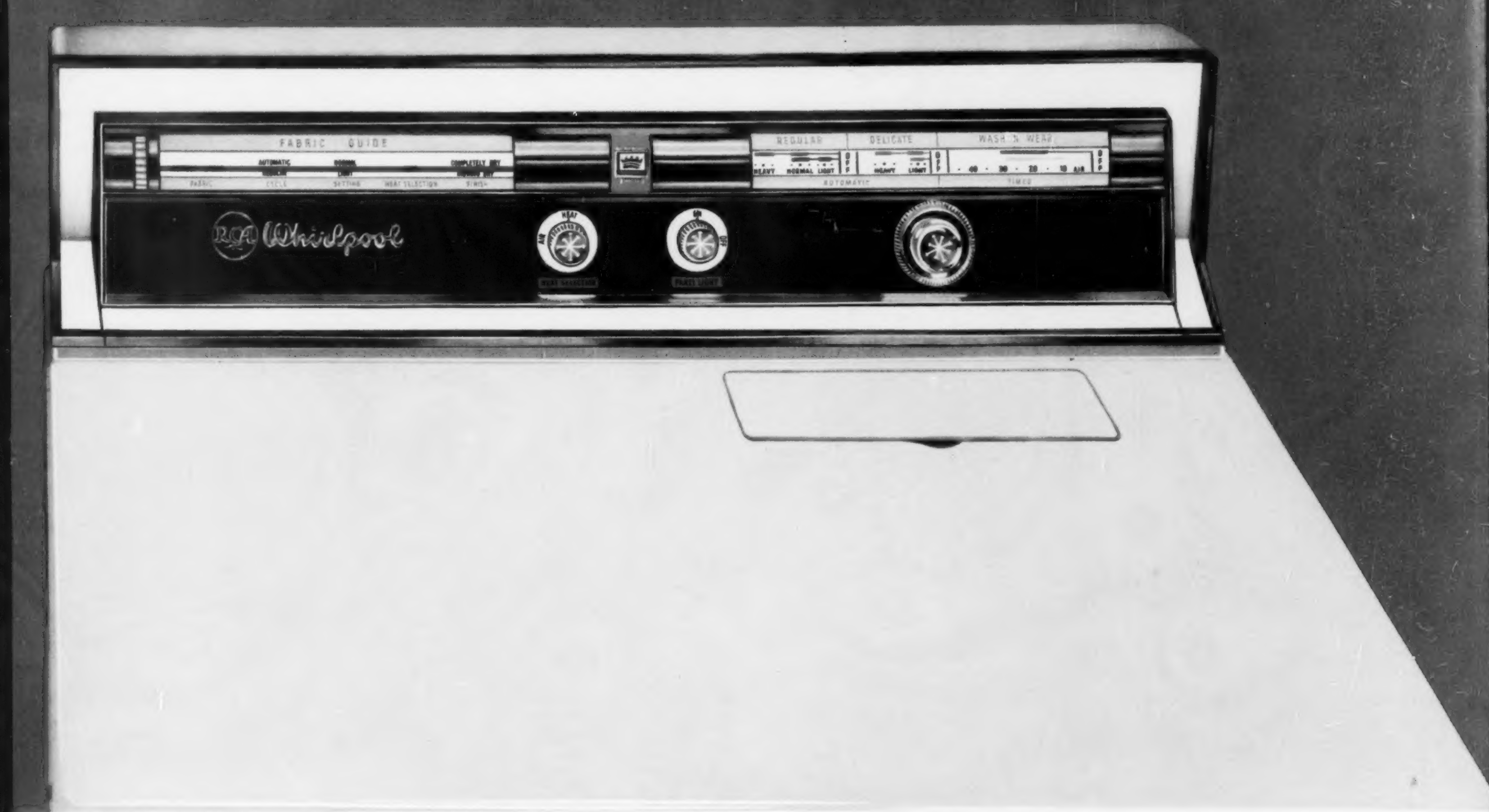
"dirt-free" washing

Two washing speeds . . . selective in all 3 cycles . . . give greater washing flexibility. HIGH gets the dirtiest clothes clean; LO is the 1/3 slower action that is just right for dainty, sheer things.

"lint-free" washing

Built-in lint filter screens lint, soap scum, even sand and grit, out of wash and rinse water automatically. Works full time on any size load. No pans or gadgets to fuss with, nothing gets in the way.

WITH AUTOMATIC FABRIC CONTROL GIVE YOU



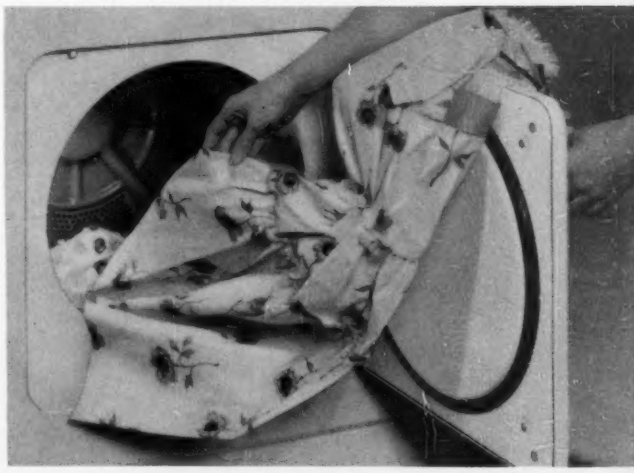
. . . wrinkle-free drying

2-SPEED, 3-CYCLE WASHER AND 3-CYCLE DRYER . . . EACH WITH SEPARATE AUTOMATIC CYCLE FOR WASH 'N WEAR FABRICS.

Only the new RCA WHIRLPOOL washer and dryer have separate Wash 'n Wear cycles that are engineered especially for these popular new fabrics . . . for washing and drying them exactly as recommended by fiber manufacturers to insure a wrinkle-free appearance. They are *complete* cycles . . . in the washer, garments are automatically washed, rinsed, and spin-dried wrinkle-free . . . in the dryer, they're automatically dried and air-fluffed wrinkle-free.

And, only the new RCA WHIRLPOOL washer and dryer have Automatic Fabric Control that selects the correct settings for surer, cleaner washing and drying . . . with dials color-keyed for simpler, guess-free, mistake-proof setting.

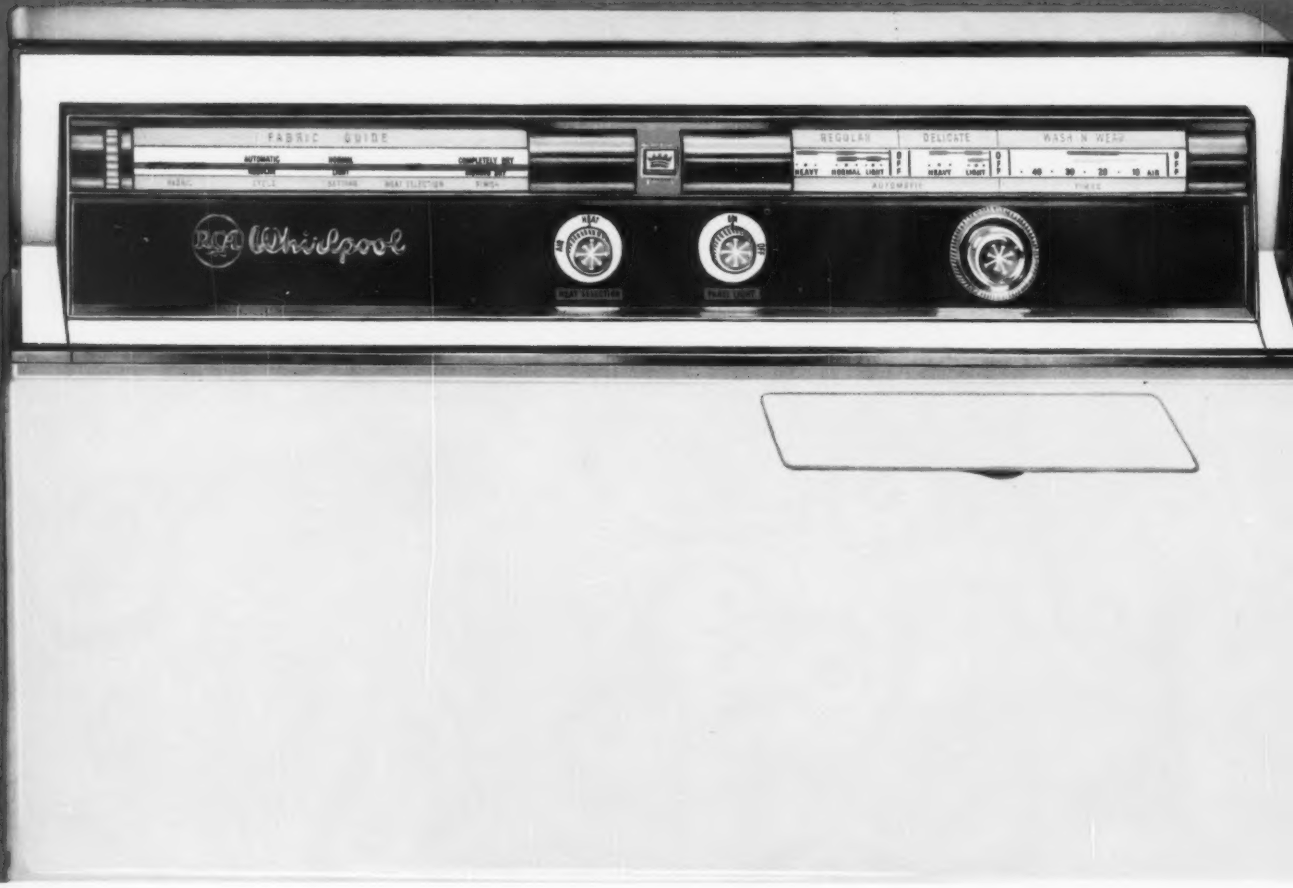
RCA WHIRLPOOL washers and dryers give you today's strongest sales story for more profitable selling! And remember, they're available in decorator colors and white all-porcelain enamel finish.



"worry-free" drying

Automatically the RCA WHIRLPOOL dryer determines and regulates the proper drying time as required for the moisture content of the load . . . automatically it determines and maintains the drying heat . . . then shuts off "when dry enough."

WITH AUTOMATIC FABRIC CONTROL GI



. . . wrinkle-free drying

2-SPEED, 3-CYCLE WASHER AND 3-CYCLE DRYER . . . EACH WITH SEPARATE AUTOMATIC CYCLE FOR WASH 'N WEAR FABRICS.

Only the new RCA WHIRLPOOL washer and dryer have separate Wash 'n Wear cycles that are engineered especially for these popular new fabrics . . . for washing and drying them exactly as recommended by fiber manufacturers to insure a wrinkle-free appearance. They are *complete* cycles . . . in the washer, garments are automatically washed, rinsed, and spin-dried wrinkle-free . . . in the dryer, they're automatically dried and air-fluffed wrinkle-free.

And, only the new RCA WHIRLPOOL washer and dryer have Automatic Fabric Control that selects the correct settings for surer, cleaner washing and drying . . . with dials color-keyed for simpler, guess-free, mistake-proof setting.

RCA WHIRLPOOL washers and dryers give you today's strongest sales story for more profitable selling! And remember, they're available in decorator colors and white all-porcelain enamel finish.

"worry-free" d

Automatically the RCA WHIR
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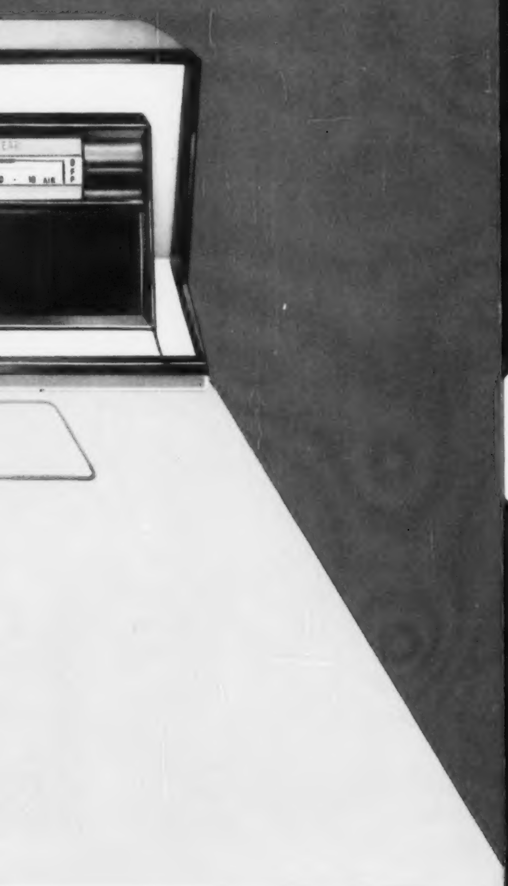
and maintains the drying
shuts off "when dry enough.

ROL GIVE YOU



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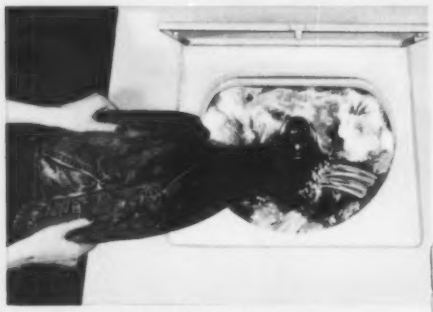
y-free" drying

ally the RCA WHIRLPOOL dryer de-
and regulates the proper drying
quired for the moisture content of
. . . automatically it determines
tains the drying heat . . . then
"when dry enough."

now

presenting
the
brand-new
RCA Whirlpool
Imperial
washer
and dryer
for 1958

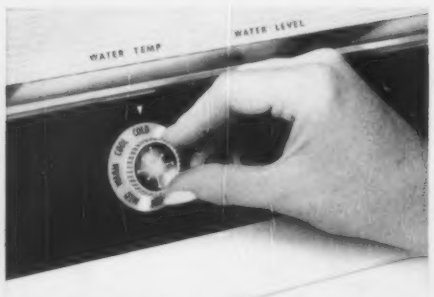


NORMAL WASHING ACTION
with correct speed and time to get the dirtiest "regulars" clean.

GENTLE WASHING ACTION
with ⅓ slower speed and a shorter time for dainty things.

MONEY-SAVING SUDS-MISER®
saves up to 2500 gallons of water and 26 boxes of soap a year.

"LINT-FREE" WASHING
with exclusive built-in lint filter.



COLD WATER WASH
. . . 5-temp water selection includes hot, medium, warm, cool, and cold.

all new
RCA Whirlpoo
Imperial wa
and dryer give

top features at a new low price to capture
a bigger share of the profitable top marke

Here they are! Spanking new with beautiful styling and the fa quality of RCA WHIRLPOOL appliances at a price that will capt a bigger share of the profitable top market for you! Look at the competition-beating features you get . . . 5 wash temp selection including COLD WATER WASH; 2-speed, 2-cycle washing; built-in lint filter; famous Suds-Miser; pushbutton release; porcelain enamel top; wrinkle-free drying; infinite drying heats. And, there are many more . . . see your RCA WHIRLPOOL distributor for the full story.

See your RCA Whirlpool distribu

RCA WHIRLPOOL Home Appliances . . . Products of WHIRLPOOL CORPO

6-TEMP FLUFF DRYING
with safe, tempered heat.

WRINKLE-FREE DRYI
of popular Wash 'n We

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it

STUDY STARTS ON PAGE 156

construction outlook, and an equally close inspection of the birthrate; the two factors, to NIWKC, point to boom builder business again then.

In the meantime, the factory training schools for kitchen salesmen are going to continue full-blast; and the promotional programs are going to get bigger. Both SKCMA and NIWKC have plans afoot, and they're both planning on a boost from appliance manufacturer interest. There are tie-in programs between appliance firms and individual cabinet companies appearing all over—in magazines, at builder and dealer conventions and markets—and it is expected that this activity will increase.

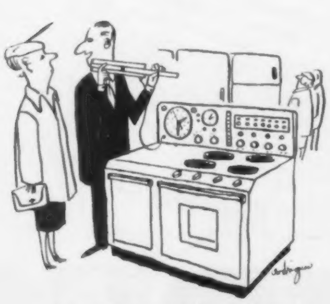
Many firms, both steel and wood

BREAKDOWN OF KITCHEN CABINET SALES BY TYPE OF CABINET, 1956 AND 1957*

Type	1956	1957
Sink Fronts, Undersink Units and Cabinet Sink Units	21%	25%
Base Cabinets	33%	26%
Wall Cabinets	42%	45%
Utility Cabinets	2%	1.5%
Oven cabinets	2%	2.5%

* Steel Kitchen Cabinet Manufacturers Association

cabinet producers, are openly taking aim on appliance dealer distribution. Some have trade advertising programs already underway to help effect a change to more appliance dealer sales. They mean business; they have to, in view of the past two years' performance. And the close-to-his-market dealer stands to gain. One hard-headed steel cabinet executive, not given to fancy words, said, "The only way to go is toward remodeling, where the potential has never been exploited. I really think I feel an awakening to the opportunity." In brief, the cabinet industry is moving to where the dollar is—it's not in those new houses any more. *End*



"NOW LET'S SAY YOU'RE COOKING A ROAST . . ."


-BENDIX DUOMATIC WASHER-DRYER
IN EVERY STATE!
ILLINOIS
Rockford: Fall promotions at Mitchell Radio & Appliances will spotlight combination washer-dryers. High consumer interest reported, "Philco-Bendix Duomatic by far the best-selling brand." Predicts top-profit '58 Duomatic will outsell matched pairs in his store.
PENNSYLVANIA
Pittsburgh: Bellevue Electric and Radio Co. report, "highly successful combination promotion. Features electric and gas Philco-Bendix Duomatics. Both caused consumer excitement and moved rapidly. Planning special Duomatic promotion for winter drive."
NEW JERSEY
Frenchtown: Fred Sipes Gas-Electric Store reports, "more enthusiastic customer praise about Philco-Bendix Duomatic than anything else sold in over thirty years. The sale of Duomatics is helping keep the store's profit picture bright."
MICHIGAN
Flint: Greenley's now featuring combinations as traffic builder. "Four Philco-Bendix models on floor, gas and electric. All moving rapidly. Preparing for big volume in last quarter and all next year. Moved 8 Duomatics in just 7 days."
OHIO
Cincinnati: Shillito's Department Store reports, "steadily increasing interest in combinations during 1957. Duomatic tops as laundry department traffic builder." Shillito's is looking forward to a big winter season on Duomatics.
DELAWARE
Newark: Trivits Home Appliance reports, "great results in selling dryer prospects on the idea of trading in their old washers on a new Duomatic washer-dryer combination. Have moved about 150 Philco-Bendix Duomatics into homes in and around Newark."
MISSOURI
Kansas City: Lyon and Rooney pushing combination sales over matched pairs. "All salesmen agree it's far easier to sell combinations once you get the habit. Moved 40 high-profit Philco-Bendix Duomatics in just one month. Now gunning for the big season ahead."
GEORGIA
Atlanta: Economy Auto Stores reports, "steadily climbing sales for combinations in last six months. Philco-Bendix Duomatic leading all others as favorite with customers. Economy Auto expects sales of Duomatics to continue to climb."
DUOMATIC
A WASHER... A DRYER... TWO IN ONE!

Electric Bed Coverings

Sales run counter to the appliance industry decline with a 5.5 percent climb to a record-breaking 2.2 million units and a dollar volume of $57.2 million. Further gains are expected

ALMOST alone in the appliance field, the electric bed coverings industry in 1957 registered impressive sales gains, pushing totals to a new record of 2.3 million units.

As a matter of fact, final tabulations of year-end production may nudge that figure even higher. In November, several manufacturers were completely sold out of merchandise and were mentally computing how high sales could have gone if they had been able to deliver merchandise.

Even so, 2.2 million units represents a gain of about 5.5 percent over the previous year. (Sales in 1956 were reported as 1,950,000 units in this magazine last January but subsequent revisions have raised this figure to 2,085,000.)

At least that much of a gain is being forecast for each of the next several years. If this pace is maintained—and there are some who think that such a guess is much too conservative—the industry should hit the three million level in 1959. That would mean that sales had doubled in the two years from 1954 to 1956 and tripled in the years from 1954 to 1959.

Room for More Growth

Such an achievement certainly seems to be within reach of the industry. Saturation has edged up to 15 percent (admittedly only an educated guess in an industry in which multiple ownership by households is rather common). Even so, there are still 40 million wired homes which do not have even one electric bed covering. As a matter of fact the industry is not even now producing enough units to put one electric bed covering in each newly constructed bedroom. With housing running at close to the million start level and with most homes containing more than two bedrooms, the industry last year did no more than keep pace with the new construction market. Such a figure is open to considerable qualification, of course, but it does indicate the size of the potential market still open for this industry.

(The industry produces three bed coverings—blankets, sheets and mattress pads. The bulk of sales are blankets. Sheets during the past year were satisfactory while a good increase in the industry's newest product, the mattress pad, was noted.)

Attempting to assess the retail value of industry sales is extremely difficult since the market is a highly competitive one with a wide range of prices being asked. Last year ELECTRICAL MERCHANDISING placed average retail at $28, a figure which some in the industry still consider too high. Indications are that this figure was lowered somewhat further in 1957 and this magazine has estimated average price for the year at $26. This drop in unit price has prevented overall industry volume from increasing at quite the pace unit sales did but even so it is estimated that sales volume (retail value of manufacturer shipments) dropped from just under $58.4 million to $57.2 million during 1957.

More Gains Ahead

The market in 1957 behaved almost exactly as predicted here a year ago. In last January's issue it was pointed out that the industry was going into 1957 with relatively low inventories, a development which "should set the stage for a tremendous year in 1957."

Using the same basis for forecasting now, it is obvious that 1958 should be another record-breaking year. Inventories are low as of this writing and there appears to be little danger of any distress selling which might demoralize the market.

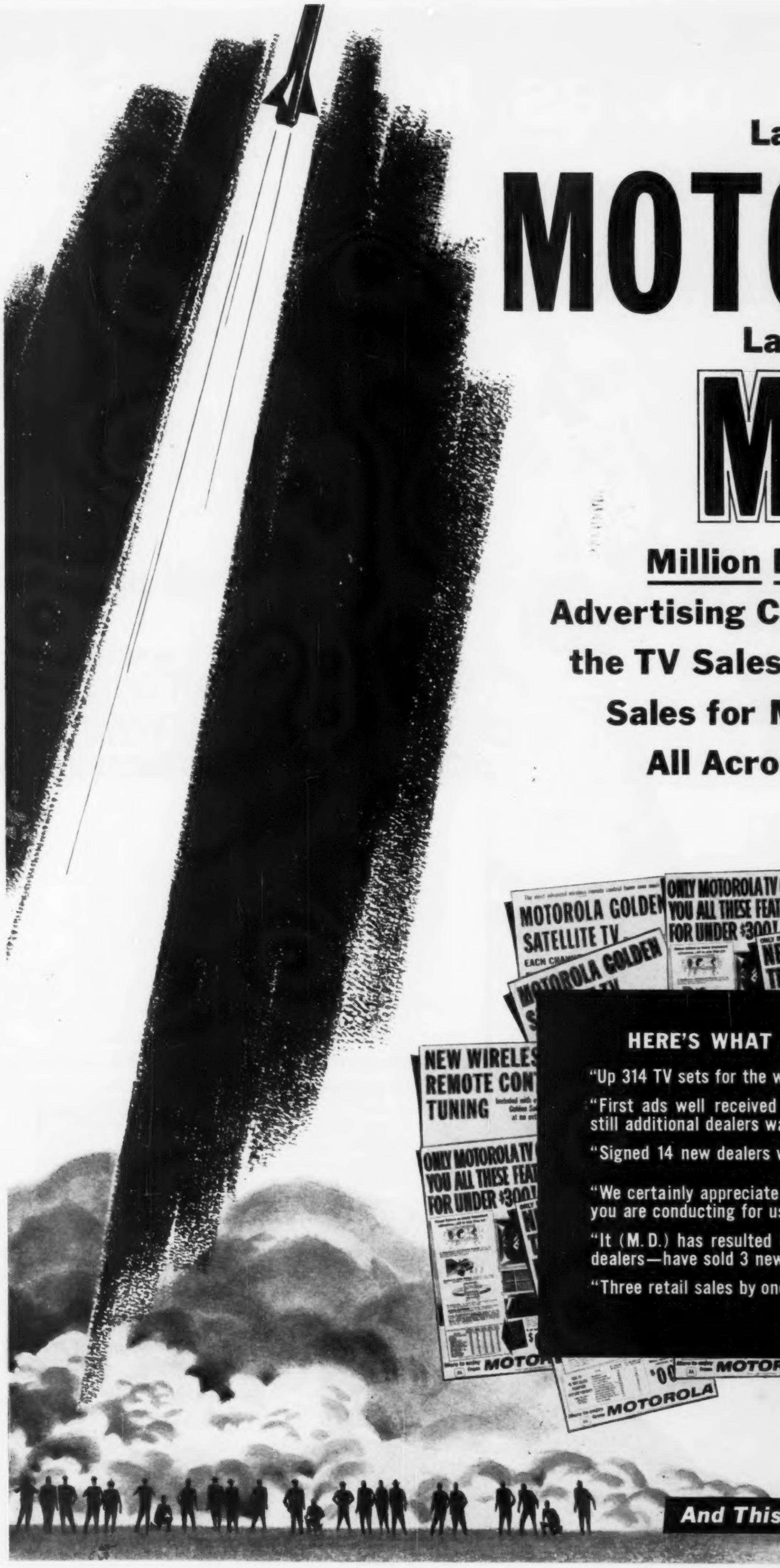
This does not mean, however, that price has ceased to be a factor in the business. In 1957 there was no absence of advertised specials at $10, $11 and $12. Price remains so important that many manufacturers (see below) still are hesitant about product changes which would bring about a price increase.

There were few dumps in 1957. The Philco blanket was taken out of production in late 1956 and sold for several months as a close-out. But the strength of the market was pronounced enough to minimize the impact of this close-out. (The number of brands on the market did not, however, decrease during the year. As a matter of fact, another appliance firm, Hamilton-Beach

(Continued on page 166)

3 Year Sales Summary—ELECTRIC BED COVERINGS

	1957	1956	1955
Units Sold	2,200,000	2,085,000	1,460,000
Average Retail Price	$26	$28	$30
Retail Value	$57,200,000	$58,380,000	$44,530,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	7,400,000	6,261,000	5,351,000
Homes Without	41,200,000	41,154,000	40,649,000



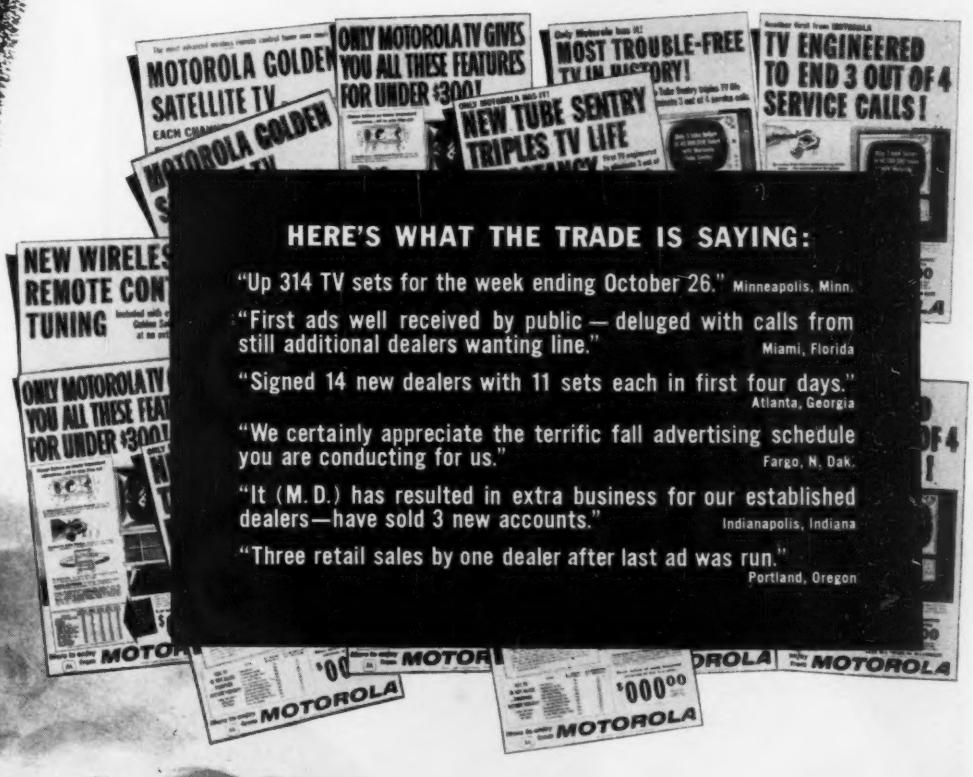
Last Fall

MOTOROLA

Launched

M.D.

Million Dollar Key City Advertising Campaign That Broke the TV Sales Barrier and Lifted Sales for Motorola Dealers All Across the Country



HERE'S WHAT THE TRADE IS SAYING:

"Up 314 TV sets for the week ending October 26." Minneapolis, Minn.

"First ads well received by public — deluged with calls from still additional dealers wanting line." Miami, Florida

"Signed 14 new dealers with 11 sets each in first four days." Atlanta, Georgia

"We certainly appreciate the terrific fall advertising schedule you are conducting for us." Fargo, N. Dak.

"It (M.D.) has resulted in extra business for our established dealers—have sold 3 new accounts." Indianapolis, Indiana

"Three retail sales by one dealer after last ad was run." Portland, Oregon

And This Is Only The Beginning! LOOK...


Now Comes M.D.-S.S.
(Second Stage)
MOTOROLA LAUNCHES
KEY CITY
like these will appear in
"EARLY BIRD" PRICE
NOW
ON '58 MOTOROLA TV
WITH 3-SPEAKERS!
plus exclusive Tube
NOW at "Early Bird" prices!
'58 MOTOROLA TV WITH
TUBE SENTRY ENDS
NOW ...at "Early Bird" prices!
'58 MOTOROLA TV WI
TUBE SENTRY TRIPL
TV LIFE EXPECTAN
Ads selling the most powerful
exclusive ever offered in TV . . . TUBE SENTRY!
And only Motorola has it!
Only
MOTOROLA TV
HAS TUBE SENTRY
triples life
of the set
Ask for a
Demonstration
You can demonstrate this exclusive feature
with Tube Sentry Display. Actually prove to
customers that Tube Sentry will do every-
thing we say it will.
More to enjoy
from MOTOROLA
More to enjoy
from MOTOR
P.S.
M.D.-S.S.
(Motorola Dealer Sales Stimulator)

ELECTRIC BED COVERINGS

MARKET STUDY STARTS ON PAGE 162

began marketing blankets in this period.

Perhaps the single biggest price development in 1957 was G-E's November price cuts on blankets superseded by a new line which had been introduced in late summer. The price reductions brought brisk business but did not apparently demoralize the industry which at that time was moving merchandise at a very fast pace.

The $10-$12 merchandise mentioned above is composed largely of reconditioned merchandise but manufacturers almost without exception are somewhat disturbed at the way such products are advertised at the local level. They contend that the retail advertising on these units usually obscures the fact that they are not first-line merchandise. Such advertising tends to set an atmosphere in which price is of paramount importance.

Few Product Changes

There were no revolutionary product changes during the year although individual manufacturers made changes in their own merchandise. Perhaps the most significant development is the admission by several manufacturers that developmental work is being done on non-thermostat blankets. General Electric, of course, has used a signal wire system instead of thermostats for several years. But only Landers, Frary & Clark and J. C. Penney have followed the G-E lead.

Now, several manufacturers concede that they are doing work along the same lines, although they emphasize that the end result will not necessarily be the signal wire system. One important drawback, however, is cost. So far the thermostatless blankets seem to be inherently more expensive and many manufacturers feel they can not get a return on a product which would have to be sold at a higher price. Nevertheless, at this writing, the appearance of new electrical systems seems to be much closer than it has at any time in recent past. One big manufacturer feels that many firms which now have thermostat blankets will end up with two lines—a price leader using thermostats and a deluxe system without thermostats.

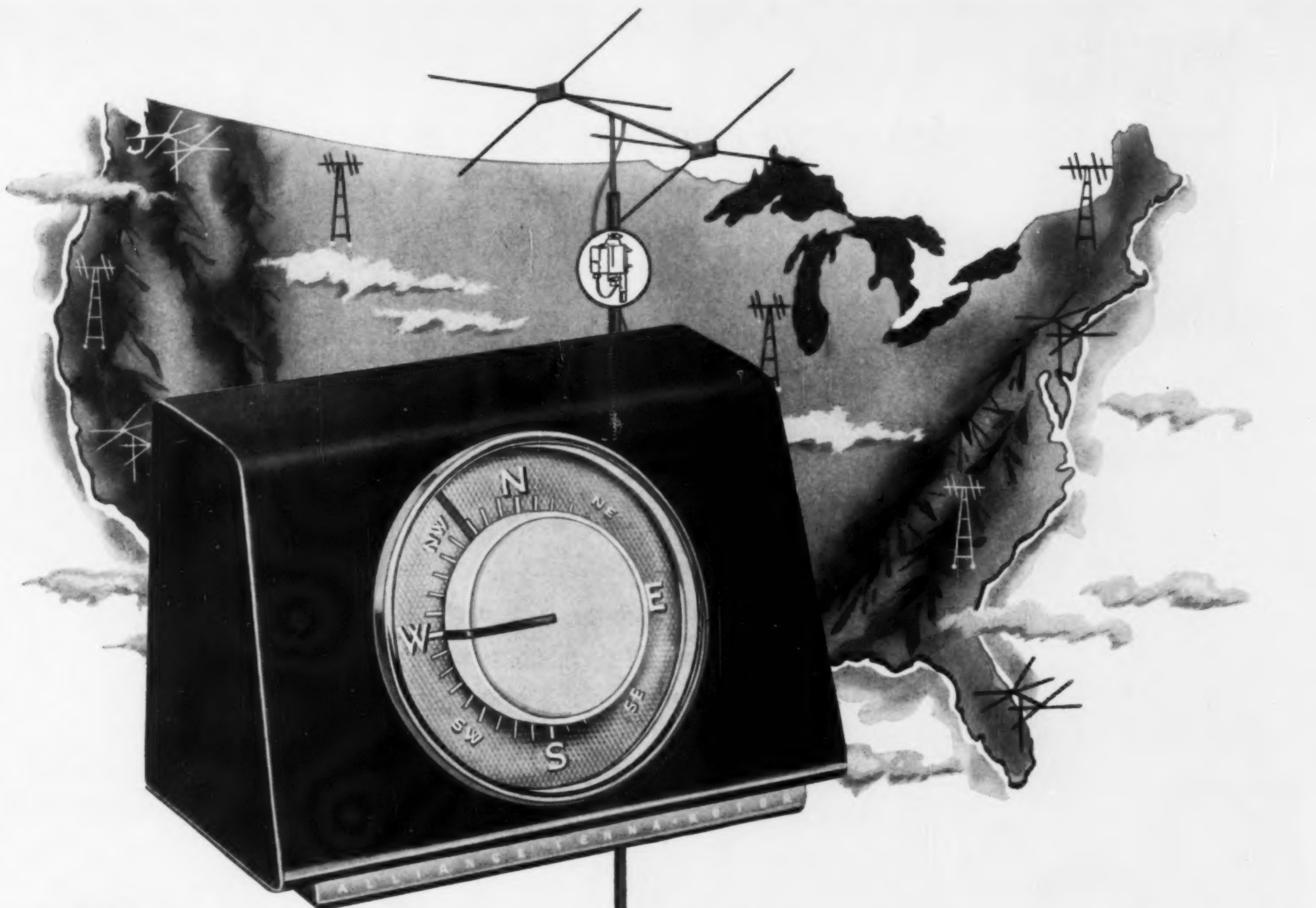
Cold Weather—Hot Business

There was no change in the single biggest "fact of life" which bed covering merchandisers must face—the seasonal nature of the market. As a matter of fact this trend appears to have been even more pronounced in 1956, the last year for which ELECTRICAL MERCHANDISING has compiled figures. In November and December of 1956 the industry sold, at retail, 62 percent of the year's volume. For the six years from 1950 through 1955 sales in these months had averaged only 55.6 percent of the total. The December total in 1956 was 39.35 percent, almost five percent heavier than in December of 1955 and two percent higher than in the heaviest previous December.

Nor were there "radical" changes in other merchandising developments during the year. Of interest to the appliance trade, however, is the conviction by one manufacturer that appliance dealers seem to be taking a renewed interest in bed coverings. As noted here last year, the trend has been for bedding departments to take a bigger and bigger share of the market (al-

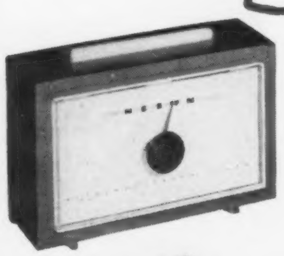
(Continued on page 170)

"I'M SORRY ADAMS, WE CAN'T HAVE ALL THOSE BOXES RUNNING JUST SO YOU CAN HAVE ICE CUBES FOR YOUR PARTY TONIGHT."



Alliance Tenna-Rotor *the recognized leader!*

First today with 4 million sold . . . first tomorrow in the 37-million black-and-white and color market now ready for rotators.



MODEL T-12 with exclusive Tenna-Teller Pointer. Strikingly modern in Mahogany, *Ivory and Forest Green.
Retail.................$34.25

MODEL K-22 the pace-setter in economy plus style. Now with indicator light. Mahogany finish.
Retail.................$24.50
*Add $2.00 for Ivory and Forest Green.

MODEL U-98 (shown above) first and finest fully automatic rotator. Smartly styled in Mahogany, *Ivory and Forest Green.
Retail............................$44.25

Selling is easier when you sell a recognized name. And in its field only Alliance Tenna-Rotor has achieved the status of "nationally-known brand." Let someone else do costly "missionary work." You'll enjoy faster turnover and higher profits with Alliance Tenna-Rotor.

Look at the market and you'll see why it's time to move fast! *Color TV* . . . network color program time up 67% this season! And these sensitive signals demand Tenna-Rotor's accurate tuning. A poor color picture is much more annoying than a poor black-and-white picture. *Station Changes* . . . new towers, new stations, channel reassignments, UHF and VHF. Every local change is your cue to sell the superiority of Alliance Tenna-Rotor over "stay-put" antennas. This means that there is still a big market in black-and-white—millions of viewers who need Alliance Tenna-Rotor to get better pictures and more stations.

Alliance, the leader, backs you with consistent national advertising that is now in its eighth year.

alliance
TENNA • ROTOR
®
TELEVISION ANTENNA ROTATOR

THE ALLIANCE MANUFACTURING COMPANY, INC., ALLIANCE, OHIO (DIVISION OF CONSOLIDATED ELECTRONICS INDUSTRIES CORP.)

Mr. S. E. Feinstein,
President of Magee's,
Boston, Mass.

Ask Steve Feinstein, he'll tell you:

"KELVINATOR IS ONE MANUFACTURER THAT'S REALLY RETAIL-MINDED!"

"And I'm not talking only about the men at the factory, but the Kelvinator people I do business with locally as well. They all know their side and our side of the business!"

"In Sales Training, Kelvinator does a really swell job," says Mr. Feinstein. "We recently ran a terrifically successful promotion on Kelvinator appliances and sold over 1,000 units. The thorough product training our men got from Kelvinator was a big factor in its success." Here is a group of Magee's salesmen in a training session conducted by Jack Daly, Sales Manager of the Kelvinator Boston Zone.

Almost any Kelvinator dealer you want to ask will back up Mr. Feinstein's statement about the Kelvinator sales training program. Across the country, in big, medium and small appliance stores, scenes similar to the one pictured above are repeated day after day, year in and year out. Through the use of sound slide films, plus their own thorough knowledge of Kelvinator appliances, Kelvinator wholesale men, everywhere, give the men who "work the floor" the knowledge they need to make them *salesmen* of Kelvinator products rather than just clerks.

Sales training at the retail level is an important reason for Kelvinator's long-established reputation as a retail-minded manufacturer.

Typical Scene in Magee's Medford store during the promotion that racked up sales of more than 1,000 pieces of Kelvinator laundry equipment, refrigerators, and ranges. Magee's salesman, Sy Remis, is selling the exclusive advantages of Kelvinator's famous "Magic Minute" washer. Says Mr. Feinstein, "Kelvinator's laundry line for '58 is a natural for step-up sales. Our biggest volume is in middle and top-of-the-line models."

"Kelvinator Gives You A Lot to Sell and a lot of help to get it sold," Mr. Feinstein declares. "Sales training, planned promotions, product displays—any help you need you get from Kelvinator." Here a Magee's salesman, Bud Crehan, puts his Kelvinator sales training to work with a refrigerator prospect.

Board of Strategy.

Jack Daly, Zone Sales Manager, meets with Steve Feinstein, President; Joseph Feinstein, Vice President; Jerry Christoldi, General Sales Manager; Irving Lande, Advertising and Sales Promotion Director and Walter Brown, Advertising Manager . . . all of Magee's . . . to review results and plan subsequent moves as Magee's big October-November Kelvinator promotion gathers momentum. "I've found," says Mr. Feinstein, "that as a Kelvinator dealer I can always depend on Kelvinator people to understand and to help with my problems."

Kelvinator

Division of American Motors Corp., Detroit 32, Mich.

American Motors Means More for Americans

Live Better Electrically

Bed Coverings

STUDY STARTS ON PAGE 162

though dealer unit sales have probably risen because of the industry's growth.)

More Competition at Retail

The appliance dealer—and the soft goods dealer—can, however, look for increasing competition from another source. One manufacturer attributes at least a part of this year's increase to the stepped up interest in the product being shown by syndicates such as variety stores and drug chains.

Several manufacturers agree, too, that utility interest and support of blanket promotions stepped up again this year.

Finally, one manufacturer singles out improvements in packaging as one of the most significant merchandising developments in several years. From little more than a carton the blanket box has evolved into an attractive display piece which often is self-merchandising.

In this space last year some attention was paid to the suggestion that the industry might soon embark on an institutional campaign to overcome the public's doubts about the safety of electric bed coverings. Although the product has certainly reached at least a basic stage of acceptance with sales in excess of two million a year, there is no doubt that large numbers of people still misunderstand and fear electric bed coverings.

Be that as it may, there seems to be little chance of any campaign developing along such lines. Some manufacturers see a certain value to such a proposal but almost all are afraid that airing such fears would possibly do more harm than good.

Whether or not such a campaign is adopted in the immediate future does not, however, seem to have much influence on the industry's expectations for the year ahead. Manufacturers are enjoying the heady experience of operating in a true growth market and the potential looks better and better. There are even some who argue that the availability of components (such as blanket shells) rather than public demand will determine sales levels in the years ahead. This may be too optimistic a view but almost anything else you predict for the industry seems to have a good chance of materializing in 1958.

In short, the industry will be mightily surprised if it does not rack up still another record in 1958. End

Shreveport dealer sells new suburb using Tide as a premium— *delivers 108 washers in one neighborhood!*

S. Winston Brown, owner of Brown Bros. Appliance Store, Shreveport, La.

How do you sell a new housing development *your* washers, when everybody in town is out after the business?

"I'm frank to say it was Tide that turned the trick for us," says S. Winston Brown. "We offered the big new Home Laundry Size box of Tide for the name of a prospect . . . or to help close a sale. Result—we've sold 108 washers at this new Sunset Acres alone!

"I told the first few people I sold that I'd give 'em a Home Laundry Size box of Tide if anybody they recommended bought a new automatic washer. Soon one of 'em tells her neighbor to buy her new washer at Brown's because then she'll get one of those extra-big new boxes of Tide!

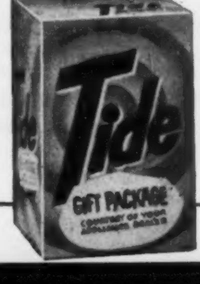
"Next thing you know they're *both* down at the store and the battle's half over. And when I sell the neighbor, I make her the same offer—then I've got *two* satisfied customers! That's how we sold so many washers at Sunset Acres.

"We use Tide to *close* the deal too," reports Mr. Brown, "like when a prospect comes back with her husband and the old man's kinda hangin' off—I give 'em a Home Laundry Size Tide, too—and I'll close the sale right there. And y'know, I've found you don't have to give as much on a trade-in . . . they'll go for less when you throw in the Tide.

"What makes Tide such a good premium offer? Well, I'm not rightly sure I can list the reasons in the right order, but I'd say first is that Tide's so popular in these parts . . . and second, it's the one thing everybody can use more of. And, oh yes, this here Home Laundry Size is sure mighty popular with the ladies—they think it'll do 'em a year! But in any case, of all the premiums we've used in the past—watches, silverware, pressure cookers—Tide's sure been the most effective, and it sure makes an economical premium, too."

Take a tip from Mr. Brown—here's how you can use Tide to increase your washer sales:

1. Obtain Tide through your Tide Appliance Trade Representative* at *less*-than-wholesale price!
2. Offer a Home Laundry Size box of Tide to every customer who gives you the name of a new prospect who buys a washer.
3. Offer a Home Laundry Size box of Tide to help close a sale!



*For complete details and/or the name of your Tide Appliance Trade Representative, write Tide Home Laundering Bureau, 806 Gwynne Bldg., Cincinnati 2, Ohio.

A Product of Procter & Gamble

Promote with Tide—packed in 25 automatics, used in 25 million homes every year!

Electric Housewares

New records by electric bed coverings, blenders and shavers help industry top $1-billion. Staple items take a larger share of the market. Increases predicted for many products in 1958

THE electric housewares industry topped the $1-billion dollar mark again in 1957, and while it was not a record in industry volume, a look at the accompanying three year summary reveals that previous records were smashed in several categories: bed coverings, blenders, shavers and automatic toasters.

The Table

The table, we again point out, is exceedingly conservative. It does not take into account many items in the electric housewares field on which reliable figures are not available. For instance, hair dryers, frequently mentioned this year as selling in best volume; coffee grinders which have been enjoying a steady increase in consumer acceptance; automatic hotcup-water-boiler-tea kettle units; vibrators, warmers and vaporizers. Nor does it include the newer items such as automatic griddles, saucepans, dutch ovens and other "family" units, nor the automatic can opener which immediately captured the imagination of the consumer as well as the trade.

On the other hand, for the first time in 1957 we were able to get reliable figures on knife sharpeners. We also declared a year's moratorium on broiler-rotisseries.

As in previous years, fan sales of $178,362,000 are added to the smaller purely housewares items, $854,038,000, bringing the grand total to $1,032,400,000.

Because of the growing trend to include vacuum cleaners and floor polishers as members of the electric housewares industry we have added these appliances as a second subtotal, bringing electric housewares to the fabulous proportions of $1,338,432,000. Compared with big ticket appliances they stack up very favorably: radio and television $1,557,700,000; refrigerators and freezers, $1,418,875,000; laundry equipment (washers, dryers, washer-dryer combinations and ironers, $1,362,735,000. And if we had access to additional data on the sales of the above mentioned products, it's conceivable that electric housewares might exceed the laundry industry.

In gathering sales data each year, we ask manufacturers to forecast unit volume for the following year. Below is an average of all forecasts received on listed products:

	1958	1957	% Change
Coffeemakers	4,962,500	4,400,000	+12.78
Irons, auto.	1,680,000	1,710,000	− 1.75
Irons, steam	6,250,000	5,375,000	+16.28
Irons, travel	468,700	550,000	−14.78
Mixers, standard	1,435,700	1,200,000	+19.64
Mixers, portable	2,875,000	2,400,000	−19.79
Toasters, auto.	3,850,000	3,750,000	+ 2.67
Waffle irons, combo.	951,200	895,000	+ 6.28

For the first time since 1951, new items, broilers-cookers-fryers, etc, show a decrease in percent of industry total. And although overall industry sales are off, staples, while also down, showed a 3.6 percent increase in their share of the total market.

The most significant development in electric housewares during 1957, it is agreed, was the growth and acceptance of separate probe-type temperature controlled cooking devices at all trade levels, with especial emphasis on frypan-skillets.

Many manufacturers climbed on the bandwagon with a complete "family" of these appliances in 1957. Others are rapidly expanding in this direction. One maker predicts that all cooking devices requiring close temperature tolerances will eventually move in the direction of detachable probe controls.

Next in importance, in the opinion of the trade, was the continued weakening of Fair Trade. (Sunbeam and General Electric are the only remaining manufacturers making a valiant effort to support it, and Masters' recent victory over G-E is looked upon by many observers as the beginning of the end; EM, Nov '57, p6).

The continuing trend of manufacturers toward "bigness" was another phase, as mergers and expansions of lines continued.

Production and Sales

Because of a disappointing electric housewares Christmas in 1956, a letdown in volume was experienced by practically all segments of the industry in the last two months of 1956. This trend to softness in the fall of 1956 was noticed by some manufacturers and distributors as early as mid-October. The

result was, many producers entered 1957 with high inventories, not only in their own stocks but in the stocks of their distributors as well. For that reason, production plans for the first half of 1957 were approached with a general attitude of caution. Cutbacks in production by manufacturers and inventory curtailment by distributors and dealers, in other words, were responsible for the reduced rate of manufacturers' sales in the first six months of 1957.

By July stockpiles had dwindled, and everyone looked forward to the usual fall pickup. But the damage was done. The overall industry volume for the year dropped 14 percent below 1956. In some categories the drop was as much as 40 percent below 1956, others barely met 1956 levels.

Many manufacturers look upon this as a normal levelling off of the vast volume of electric housewares that has steadily poured from manufacturer to consumer in the past ten years.

Prices

In spite of mounting increases in materials and labor costs, manufacturers, again in 1957, were reluctant to pass along these costs by increasing the "suggested retail price." While it is generally felt that present pricing structures on housewares are much too low, with chaotic price competition flourishing in the industry, there is little likelihood of general increases in the immediate future, despite G-E's recently announced costs on some small appliances.

The popular electric housewares prices are \$19.95, \$29.95, \$34.95 and \$39.95. At practically all retail levels except credit jewelers these prices are cut anywhere from \$5 to \$10 or more, and in some instances as much as 50 percent less than nationally advertised.

This price cutting varies in intensity according to brands, products and trading areas. As an example, discounting hit the Southwest seriously for the first time in 1957; and the same thing happened to shavers.

The long range trend, we are told, appears to be toward a stabilization of many of these unsettling conditions. A number of discount operations have proven unsuccessful—others are finding it necessary to increase margins to provide for services the public demands. Promotional type discount houses are expanding to department store size operations. And the traditional department stores, occupying the middle ground, are helping the situation by more active price competition. The smaller appliance dealers and hardware stores are finding that all is not lost, and that they can maintain a favorable status in the appliance business by offering greater personal service, convenient location, and in some cases a better diversity of stocks than volume operators are able to handle.

Inventories

Inventories as we used to know them at dealer and distributor levels have been a thing of the past since the early '50's. With only a few exceptions, distributors' inventories going into 1958 are reported extremely low except on special purchase items. As a matter of fact, in 1957, distributors and dealers are reported as playing it closer to the chest than ever. And several observers predict that a good 1957 Christmas business should produce shortages of some goods for the first time in several years, because of cautious inventory controls by all classes of the trade. One manufacturer said in December,

MORE ▶

THREE YEAR SALES SUMMARY OF ELECTRIC HOUSEWARES

	1957		1956		1955	
	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value
BED COVERINGS	**2,200,000**	**\$57,200,000**	**2,085,000**	**\$58,380,000**	**1,460,000**	**\$44,530,000**
BLENDERS	**510,000**	**19,354,000**	**480,000**	**16,776,000**	**405,000**	**14,415,000**
BROILERS	**n. a.**	**n. a.**	**750,000**	**29,962,000**	**1,545,000**	**77,172,700**
CLOCKS	**8,400,000**	**54,600,000**	**9,750,000**	**65,812,000**	**7,200,000**	**50,040,000**
COFFEEMAKERS	**4,400,000**	**85,850,000**	**5,100,000**	**98,685,000**	**3,675,000**	**71,662,500**
COOKER-FRYERS	**1,100,000**	**16,445,000**	**1,450,000**	**22,475,000**	**1,925,000**	**33,687,000**
CORN POPPERS	**550,000**	**2,887,000**	**640,000**	**3,168,000**	**780,000**	**4,040,400**
FRYPAN-SKILLET	**5,200,000**	**98,500,000**	**6,100,000**	**109,495,000**	**2,660,000**	**50,540,000**
HEATERS, ELECTRIC:	**1,855,000**	**54,224,000**	**1,903,000**	**56,425,000**	**1,680,000**	**50,113,500**
Fan Forced & Fan-Htr. Combs.	925,000	20,305,000	976,000	19,032,000	880,000	17,160,000
Non Fan Forced*	295,000	6,932,000	320,000	7,680,000	270,000	6,480,000
Wall Type	635,000	26,987,000	607,000	29,713,000	530,000	26,473,500
HEATING PADS	**2,155,000**	**13,145,000**	**2,215,000**	**13,179,000**	**1,980,000**	**12,177,000**
HOTPLATES	**660,000**	**5,247,000**	**760,000**	**6,042,000**	**950,000**	**7,362,500**
IRONS:	**7,635,000**	**117,868,000**	**8,505,000**	**119,074,500**	**7,930,000**	**112,871,000**
Automatic	1,710,000	17,015,000	2,130,000	21,193,500	2,495,000	25,575,000
Steam	5,375,000	96,481,000	5,900,000	94,105,000	4,995,000	83,666,000
Travel	550,000	4,372,000	475,000	3,776,000	440,000	3,630,000
MIXERS, FOOD:	**3,600,000**	**97,200,000**	**4,245,000**	**119,332,500**	**3,240,000**	**103,151,500**
Standard	1,200,000	52,800,000	1,600,000	70,400,000	1,615,000	71,464,000
Portable	2,400,000	44,400,000	2,645,000	48,932,500	1,625,000	31,687,500
ROASTERS	**135,000**	**6,075,000**	**225,000**	**9,000,000**	**330,000**	**13,183,500**
SHARPENERS, KNIFE	**245,000**	**3,859,000**	**n. a.**	**n. a.**	**n. a.**	**n. a.**
SHAVERS	**6,650,000**	**132,667,000**	**6,600,000**	**138,600,000**	**4,750,000**	**121,125,000**
TOASTERS, AUTOMATIC	**3,750,000**	**71,062,000**	**3,675,000**	**69,641,000**	**3,250,000**	**59,312,500**
WAFFLE IRONS — SAND. GRILLS	**895,000**	**17,855,000**	**980,000**	**19,551,000**	**995,000**	**18,905,000**
TOTAL SMALL HOUSEWARES		**\$854,038,000**		**\$955,598,000**		**\$844,289,100**
FANS:						
Desk & Bracket	1,725,000	34,415,000	2,400,000	47,850,000	2,525,000	50,373,000
Hassock or Floor	105,000	5,197,000	135,000	6,682,000	250,000	10,464,000
Window Ventilating	1,700,000	71,825,000	2,525,000	119,937,000	1,645,000	82,168,000
Portable Roll-Abouts	330,000	17,160,000	300,000	19,290,000	165,000	12,787,000
Kitchen Exhaust & Range Hood Types	1,345,000	49,765,000	1,395,000	51,615,000	860,000	30,100,000
TOTAL FANS		**\$178,362,000**		**\$245,374,000**		**\$185,892,000**
TOTAL HOUSEWARES & FANS		**\$1,032,400,000**		**\$1,200,972,000**		**\$1,030,181,100**
Vacuum Cleaners, Floor	3,275,000	276,312,000	3,721,900	304,377,000	3,270,400	285,702,000
Floor Polishers	595,000	29,720,000	415,000	23,862,500	375,000	20,250,000
GRAND TOTAL		**\$1,338,432,000**		**\$1,529,211,500**		**\$1,336,133,100**

* Includes Radiant Glass Panel Portables

ELECTRIC HOUSEWARES

MARKET STUDY STARTS ON PAGE 172

"Whether or not we finish the year ahead of 1956 depends entirely on our ability to produce and ship the balance of this year!"

Outlets

No radical changes occurred in distribution channels in 1957. Again electric specialty dealers are reported as accounting for well over half the volume. Discount and catalog operators, department stores, hardware stores, credit jewelers, premium and club plans, and drug outlets follow in about that order.

In spite of rumor and speculation about supermarket and non-food chains entering the electric housewares business, from a volume standpoint nothing startling happened in 1957. Supermarket stamp plans, it is estimated, probably moved more electric housewares into consumer hands in 1957 than actual cash sales.

While the concensus is that this trend will not result in any marked change in overall distribution patterns in 1958, smart merchandisers at manufacturing and distributing levels are watching developments.

The Distributor's Plight

Distributors were put to the test in many trading areas in 1957. Margins were cut, overhead increased, sales were down, and some manufacturers passed on increased production costs. Added to that, pressure for more attractive deals was exerted by many volume buyers.

On the bright side of the picture comes reports that in some areas of the Southwest business was as much as 18 percent better; and the Midwest and West Coast areas held their own, compared to 1956.

New Products

More than the usual number of new products are scheduled to appear in the coming year. Many leading manufacturers are getting ready new concepts of existing products, adding extra attachments to present products, and more than likely, some appliances not even in existence today will make their debut in 1958. Some of these are slated for introduction at the Navy Pier, Chicago, in January. Others are scheduled for the fall market.

Newsworthy year-end announcements include Sunbeam's probe-type frypan and General Electric's entrance into the rotisserie-broiler field with an entirely new concept of design.

Predictions

Everyone in the industry is in agreement with the general prediction that fierce competition for a larger share of the consumer dollar will continue at all levels in 1958, and specifically, that the first half of 1958 will be even more competitive than the equal period of 1957.

On the subject of mergers we get diversified reactions: "Financially unstable makers will continue their exit or permit themselves to be absorbed in more mergers." . . . "The usual crop of receiverships plus an influx of new makers of specialty products."

On the other side: "Since mergers within the industry in the past few years were primarily in the direction of expanding lines to full-line stature, it does not appear probable that there will be many more mergers for this purpose. . ."

"1958 should be better than 1957, with a trend toward higher ticket merchandise to combat present low distributor and dealer margins . . . "

"With present competitive pressures and the tight money situation, the immediate trend may well be in the direction of reducing lines, eliminating unprofitable products and greater specialization, perhaps to compete for less volume, but on a more profitable basis."

Long range predictions include such observations as: "Since we have become a nation on wheels. 100 percent locations, (that is our cities' down town and main street sections) will have far less meaning in the future than they had in the past. We will have to develop more and more tactics to take care of the changing buying habits brought about by automobiles."

Finally, in a speech before the New York Housewares Club, Willard H. Sahloff, vice president and general manager of General Electric's housewares and radio receiver division, made the following predictions: "The housewares industry is not only very large, it is also active and growing, and the end is not yet in sight . . . the electrical part of it will have an increase of at least 75 percent in the next five years . . . it will triple in size to $6-billion within fifteen years!"

STEAM IRONS

For the second consecutive year, steam iron unit sales ran well over the 5-million mark. A total of 5,375,000 units were sold in 1957 at an average retail price of $17.95, aggregating an industry dollar volume of $96,481,000. a drop in unit volume from the 1956 record, when 5,900,000 units were sold, off 8.9 percent; and in dollars, an increase of 2.5 percent.

Added to this, 1,710,000 automatic dry irons were sold and 550,000 travel irons, which indicates that the iron industry continued to flourish in 1957.

The most significant development in steam irons in 1957 was the new sprinkling steam iron introduced by General Electric in July. Distributors in all areas report no difficulty in disposing of their allocations of this new model, and steam irons generally were reported at top of the list as best selling, most popular appliance in all trading areas. In some cases they even exceeded frypans.

Except for the new sprinkling feature, there was little change in model designs during the year.

Again in 1957, it was interesting to note from reliable consumer surveys that the steam iron business is dominated by one company doing more than half the total business, the bulk of the balance being accounted for by three other producers out of a total of 18 companies presently producing steam irons.

Automatic dry irons are holding their own at a yearly volume of over two-million for the sixth consecutive year.

The market for steam irons is a continuing one. As previously predicted, steam irons continue to follow closely the old dry iron pattern when these highly saturated products sold yearly in 6 and 7-million unit volume. Seven-million a year is still the goal for steam irons.

As steam irons have reached greater performance perfection they have become more sensitive units with shorter average life, quickening the obsolescence factor.

In spite of exaggerated claims of makers of wash-n-wear garments, iron producers to date have found little to fear from this source. Few garments yet produced have proven wearable without a little ironing touchup at seams, collars, cuffs and other double-thickness areas.

Outlets

Best steam iron outlets in order of importance in 1957 were jewelry, drug, discount houses, catalog houses, department stores and specialty dealers.

FRYPAN-SKILLETS

Again in 1957 frypan skillets were regarded as the most exciting item in the housewares industry, in spite of the fact that manufacturers' unit sales for the year, 5,200,000 are 14.8 percent less than 1956.

In the four short years since automatically controlled frypans were introduced, more than 15 million units have been sold. For the last two consecutive years their volume compares favorably, if it does not exceed, such well established staples as steam irons, coffeemakers and even toasters.

It is safe to say that no other appliance in the industry has undergone so many design changes in so short a period of time. Early models fell into two groups: (1) the shallow, square models, immersible in water to the thermostatic control in handle-tip; and (2) the round, deeper skillet type. Most early round models were not immersible. However, some were immersible to the handle-tip.

Early in 1956 Presto and Farberware introduced an entirely new concept in controlled cooking—a "family of appliances". They featured a detachable, probe-type, thermostatic control which was interchangeable from one appliance to another, and rendered the appliance itself completely immersible. Presto did an outstanding job of promoting this feature in 1956 with several frypan sizes, a griddle, saucepan, dutch oven, and pressure cooker.

(*Continued on page 175*)


Maytag
COLD WARM HOT
LOW MEDIUM NORMAL
Here's the
amazing
NEW
MAYTAG
FILTER-AGITATOR
for the surprising inside story, turn here
BREAK
SEAL


The filter work
Filters during wash a
Works with Maytag's
mover portholes to get
lint than ever before possib
you never have to remove th
ter to load or unload the washe

Maytag
COLD WARM HOT
LOW MEDIUM NORMAL
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where the lint is
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ever before possible. And,
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unload the washer.
BREAK SEAL

The agita

pumps sudsy w

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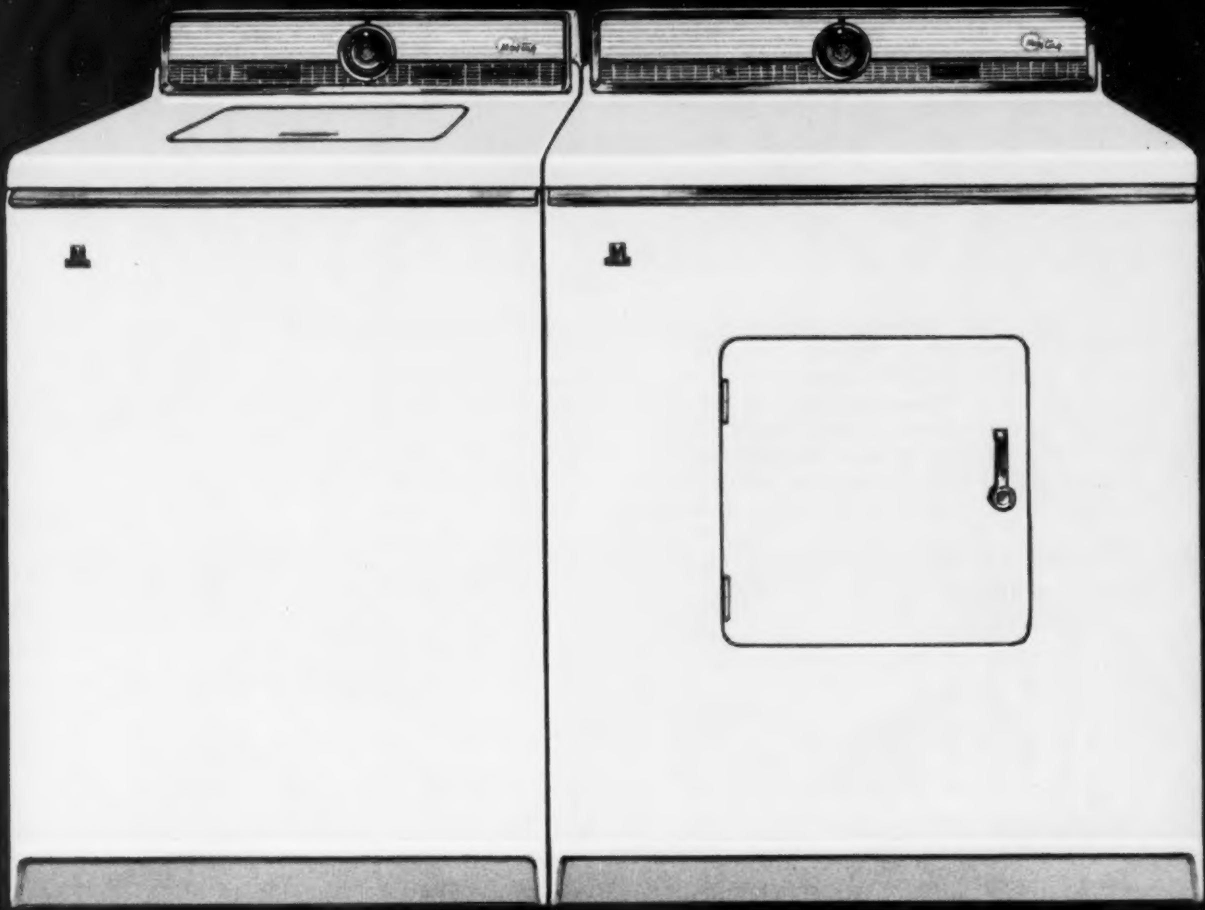
Creates a steady stream of r
that loosens and lifts out dirt. Gets clot
clean. Gives you
gentle thoroughness with


Maytag
COLD WARM HOT
LOW MEDIUM NORMAL
The agitator
s sudsy water up
rough the clothes...
teady stream of rain-soft suds water
out dirt. Gets clothes *really*
clean. Gives you a new kind of
horoughness with automatic washing.
BREAK
SEAL


NOW FROM MAYTAG... A FULL LINE OF
"HALO OF HEAT" DRYERS
No Hot Spots!
A gentle circle of heat surrounds clothes . . . fast-dries a full load in 26 minutes at little more than body temperature
TOO HOT IN ONE SPOT
GENTLE EVEN HEAT SURROUNDS CLOTHES
Other dryers do this: Concentrated "hot spot" heat puts clothes in contact with heat up to 200°. Result: Over-drying is common.
New Maytag Dryer does this: Regular loads dry at 100° to 110°. Ends overheating. Clothes dry fast, fluffy and with fewer wrinkles.
5 NEW MODELS FOR 1958
(Gas or Electric)
• New! Exclusive! Automatic Air Intake Filter Dries Clothes in Filter-Cleaned Air! The fine fiberglass filter removes dust and dirt from all incoming air. Keeps clothes cleaner than any dryer ever could before.
• Exclusive "Wash 'n Wear" Setting. Automatic de-wrinkling at the push of a button.
• New! Automatic Time Chime. Sounds off instantly when "Wash and Wears" are dry.
• New! Automatic Clothes Sprinkler. Conditions clothes for faster, easier ironing.
3 COLORS AND WHITE...
Now—More than ever before—The Dryer with the difference you can demonstrate
MAYTAG
WORLD'S LARGEST HOME LAUNDRY SPECIALISTS



TWICE TERRIFIC

THE 1958 MAYTAG AUTOMATICS

NEW MAYTAG ALL-FABRIC AUTOMATIC WASHER

(MODEL NO. 142)

The first Filter-Agitator and Built-in Suds Dispenser • New Automatic Rinse Conditioner • New Push-button Water Level Control • 2 Wash Speeds • 2 Spin Speeds • Delicate Fabric Cycle • 3 Water Temperatures (including "cold") • Rustproofed Cabinet

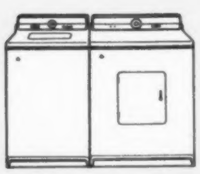
NEW MATCHING "HALO OF HEAT" DRYER*

(ELECTRIC MODEL NO. 641C; GAS MODEL NO. 741C)

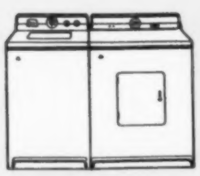
Exclusive "No Hot Spots" principle • New Air Intake Filter • New Automatic Time Chime • Full-Range Temperature Control • Automatic De-Wrinkling • Automatic Sprinkler • Revolving Disc Lint Filter • Air-Cooled Cabinet • Rustproofed Cabinet

*A "No-Vent" Electric Air Flow Dryer (Model No. 641W) is also available to match the All-Fabric Automatic

MAYTAG GIVES YOU MORE TO SELL AT EVERY PRICE



Maytag Supermatic Washer (Model No. 132) and Matching "Halo of Heat" Dryer (Electric Model No. 641C; Gas Model No. 741C)



Maytag "Highlander" Automatic Washer (Model No. 124) and Matching "Halo of Heat" Dryer (Electric Model No. 67C; Gas Model No. 77C)

AMERICA'S ALL-TIME FAVORITES IN CONVENTIONALS

The Maytag Company, Newton, Iowa

ELECTRIC HOUSEWARES

MARKET STUDY STARTS ON PAGE 172

Practically every producer of portable cooking appliances discontinued their thermostat-in-handle models and entered the detachable probe-type controlled business since then. Some have "families of appliances", some concentrate on one or two items. The latest to enter this field are General Electric with two saucepans and a square frypan, and Sunbeam with a square frypan.

This separate probe concept of temperature control device is regarded as the most significant development in electric housewares industry in quite a while. And one manufacturer is so enthusiastic about it that he predicts that it won't be long before all portable heating devices that require close temperature tolerances will move in this particular direction.

Some manufacturers make their own probe units. Others are supplied by companies specializing in thermostat controls such as Spencer, Pace and General Thermostat.

While each control is interchangeable within a particular brand of appliances, they cannot be used on competing brands. And there seems to be little likelihood that these probes will ever become standardized. Competition is too keen, and individualized controls serve as a gimmick which helps to influence consumers to stay with originally acquired brands.

Sales by Types and Size

Control-in-handle models outsold probe-type in all trading areas in 1957. But distributors all over the country are enthusiastic about the probe-type's future. Naturally the square models outsold the round, since practically all but one producer has confined their efforts to square models. This 12-in. size was most popular, accounting for about one-half of the overall total; the 11-in. size came next, and represents roughly one-third the volume.

Griddles and Saucepans

Automatic griddles are estimated to have sold at a ratio of one-griddle-to every-three-frypans in 1957. Saucepans, on the other hand, barely got started. General trade reaction to both griddles and saucepans is that they will never reach the frypan volume.

Who Buys

The automatic frypan was quickly recognized as the savior of the working wife, also of brides prone to scorch and burn food. It is also interesting to note that a recent *Seventeen Magazine* survey of utility home service directors and home economics teachers participating in a Live Better Electrically housewares promotion reveals that frypans top the list of the "Top Ten" housewares items in which the average Teen Ager shows greatest interest.

TOASTERS, Automatic

Toasters, another of our reliable year-in, year-out staples in electric housewares reached new highs in shipment records for the months of August, September, October and November, with the result that a near record was hung up in 1957 with 3,750,000 units sold at an estimated average retail value of $18.95, representing $71,062,000.

Except for the two years (1952 and 1953) when automatic toaster sales levelled off after several years of staggering volume, automatic toaster yearly sales have held well over the 3-million volume each year for the past ten years.

In this ten-year period, 1948 to 1957 inclusive, 33,500,000 automatic toasters were sold. The average life of a toaster is estimated to be 12 to 15 years. Figuring conservatively, we estimate that 40 percent or better of yearly toaster volume goes toward replacing old, worn out models . . . the balance to new owners. This places toaster ownership at 77.8 percent of the total, 48,600,000 wired homes in the United States.

Color, we are told, caught the imagination of the consuming public in 1957 and was responsible for some of the increase in sales enjoyed by leading makers.

Like the refrigerator, the automatic toaster has become an accepted part of the American way of living, requiring no sales demonstration efforts to move them off dealer shelves, and as such should be exposed in every possible retail medium.

MIXERS

Portables catapulted the mixer industry into the mass market category again in 1957. Approximately 3,600,000 units of all types were sold as follows: portables, 2,400,000 units at $18.50; standards, 1,200,000 units at $44. This does not include multi-purpose units.

Compared with 1956, portables are only 245,000 units or 9.3 percent behind the previous record of 1956, whereas standards are 400,000 units; 25 percent less than '56

In some sections of the country—the West Coast and the Southwest trading areas particularly—portables outsold standards as much as ten to one. And from areas in the Northeast we get reports that portables are outmoding standards, with in many cases customers buying a portable mixer and a blender in preference to a standard.

Actually, portable mixer sales should not be compared with standards, especially the higher quality products. They are designed for completely different uses in the home.

Popularly priced around $19.95 and discounted to $10-or-less at consumer level, portables are desirable as gift items for occasions. In the past few years they have undergone design changes. In most brands they have graduated from lightduty, "juniors" into more sturdy products with better motors and a wider choice of speeds. Some makers are even said to use the same motor head as is used on the leader priced standards. Stripped of weighty bases, also stripped of outmoded juicer and meat grinder accessories, these portables do a suitable job for the average homemaker. They are convenient to use and represent no storage problem—fit in a drawer, or hang on the wall.

Frozen juices, prepared mixes, instant puddings, even cream now available ready-whipped, have all helped influence homemakers, especially working wives in their choice.

But there are thousands of other types of homemakers who may own a portable as an accessory for light jobs, but who will always require and use a good make of standard: the matured homemaker with more time to indulge in cooking as an art. Also the homemaker who prefers to stay with old methods of baking breads and muffins and cakes.

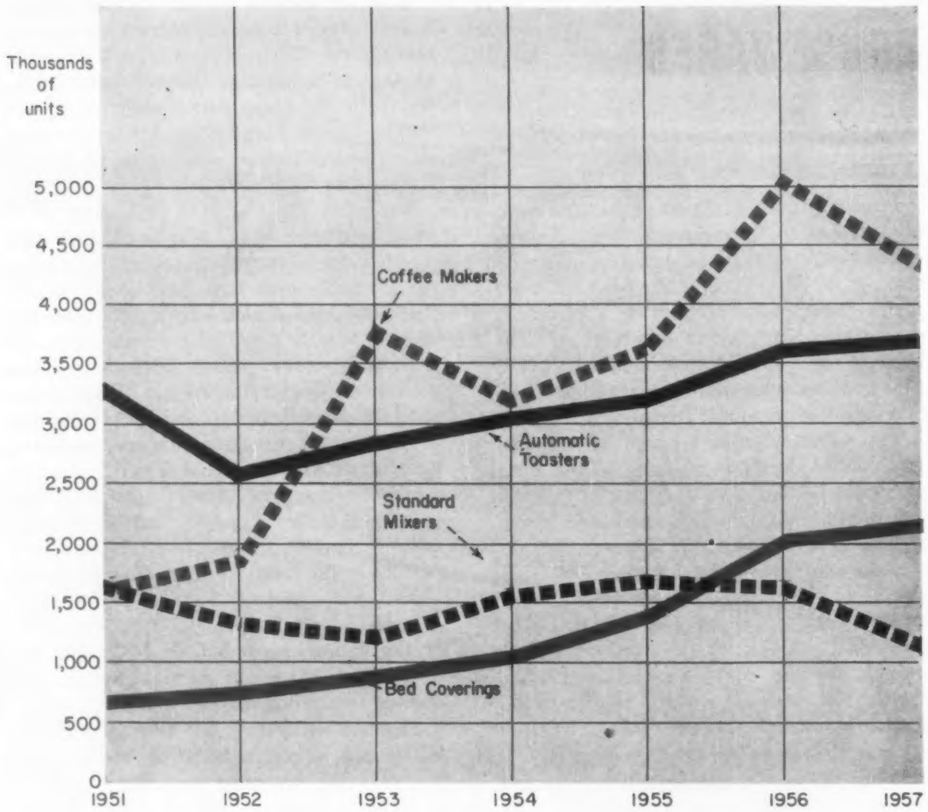
Also, in the past eight years, 1950 to 1957, a tremendous number of mixers of both types were sold. Standards maintained or exceeded a more or less steady pace of 1¼ to 1½-million units a year, accounting for more than 11,-800,000 units and portables another 9,284,-000 in the same period. In anyone's language this is a lot of mixer sales. Plotting this 8-year total of 21,084,000 units against the wired homes in the country reveals that 43 percent of the 48,600,000 wired homes now own

(*Continued on page 176*)

"DO YOU HAVE ONE LIKE THIS IN AN UNBREAKABLE CASE?"

ELECTRIC HOUSEWARES

MARKET STUDY STARTS ON PAGE 172



GRAPH I. Progress of Electric Housewares, Staples 1951-1957

mixers that are eight years old or less.

Average life of a standard mixer for a good many years has been placed at from 10 to 15 years, and there are plenty in regular use today in the advanced age classification, which brings our saturation even higher.

The Market

As predicted last January, 1957, the year just finished was a tough one for manufacturers, distributors and dealers alike. Competition was keen, volume buyers drove harder bargains than ever demanding more and more impossible concessions, and the mixer price structure was thoroughly disturbed.

One bright spot was the quality segment. Controlled production held to expectations. Attachments are reported as representing the "bread and butter" items for a good number of retailers who carried them.

In 1957 Westinghouse, Sunbeam and General Electric introduced 2-in-1 type mixers with detachable metal bases for converting portables into stand-type mixers when needed. These are generally priced around $30, and high hopes are being placed on this type unit to revitalize, especially the standard mixer business in the coming year.

BLENDERS

Electric blender sales hit a record again in 1957 when 510,000 units were sold. This is a 6.25 percent increase over the banner year of 1956 when 480,000 units were sold. At an average price of $37.95, dollar volume aggregated $19,354,000, which represents a 15.4 percent increase.

Unit sales in the above figure do not take into account multi-purpose blender attachments for built-in or other power pack units, nor do they include accessories or attachments such as ice crushers, can openers, slicers or coffee grinders.

Two new companies appeared on the blender scene in 1957. However, two former medium volume producers dropped out of the business.

The trend toward converting blenders into multi-purpose power-pack units continued in 1957, and is regarded in some areas as responsible in a measure for increased consumer interest. With the introduction of ice crushers, can openers, juicer-slicer-shredder and coffee grinder attachments, the use value of blenders naturally increases.

Whatever the cause, blenders were especially hot in the Southwest and the Northeast. Ice crushers revitalized the blender business in the Southwest. And in the Northeast it was noted that consumers showed a tendency to purchase a blender plus a portable mixer rather than a standard mixer. However, the best overall markets for blenders are still the large metropolitan areas, although there is a slow, gradual spreading out into secondary markets and third size areas.

There's been no change in blender distribution during the year. Specialty dealers, discount operators, catalog, department stores, hardware and jewelers account for the bulk of the business in about that order.

Only limited stockpiling was experienced in blenders in early 1957 and this occurred mainly in metropolitan areas.

Attachments and Other Multi-Purpose Units

Sales volume of attachments for use on blenders are still a closed book. Nor were we able to get reliable national figures on such other multi-purpose food preparers as combination meat-grinder-ice crushers.

The general availability of attachments that motorize everyday kitchen functions designed for use on a single power-pack motor unit widened in 1957, and more attachments are said to be on the way. At least they make conversation pieces and serve a useful purpose by acquainting the consumers with what it is possible to do in a kitchen with motorized equipment.

COFFEEMAKERS

Approximately 4,400,000 automatic percolators were sold in 1957. The average retail price was estimated at $19.50, and dollar volume approximated $85,850,000.

Although this is a 700,000 unit drop (13.7 percent) from the record year of 1956, it still remains around 1-million units better than any other previous record.

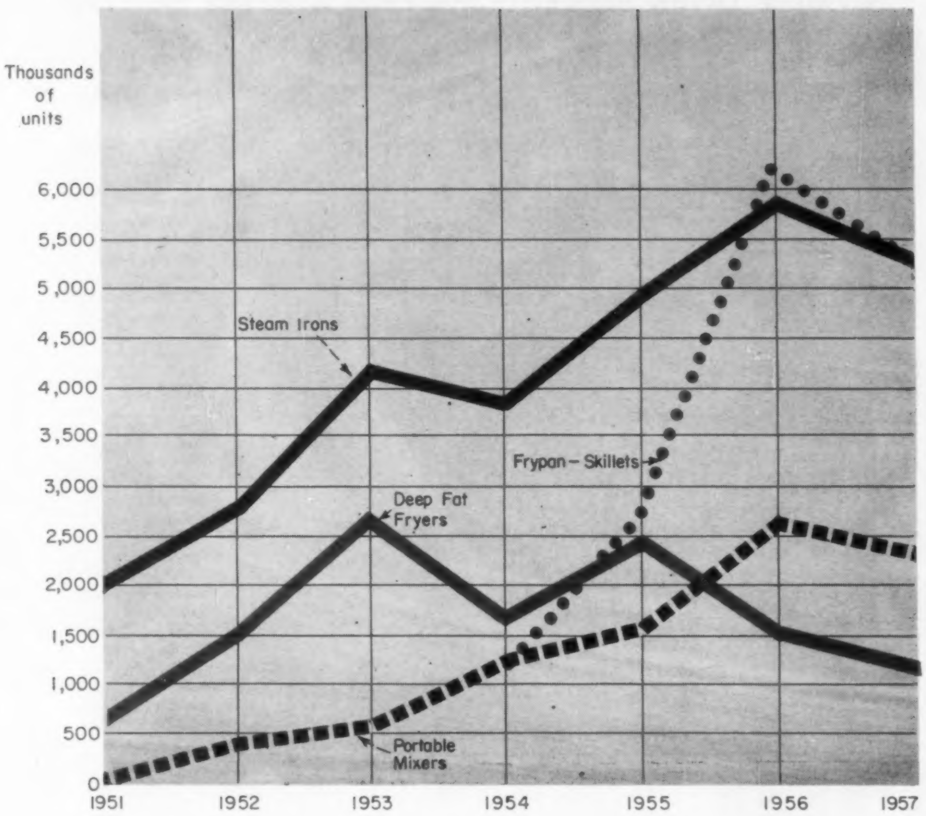
At all levels—manufacturing, distributing and retailing—again in 1957 automatic percolators were rated among the first five popular products. However, in some trading areas they lost ground. In the West volume held steady and overall sales were said to be spread fairly evenly among steam irons, frypans and related items, toasters, then coffeemakers. In the South early fall sales were good especially in the $12.95, 8-cup models. Medium-priced, promotional items got best play in the Midwest and East.

An analysis of percolator sales in the past year reveals that models priced $29.95 and over accounted for a smaller portion of the industry volume than in recent years. Rough estimates indicate that over two-thirds of all automatic coffeemaker units sold were in the $19.95 bracket; higher priced, $29.95 and over units, accounted for approximately a quarter of the volume, and the balance was in the $13-and-under category.

Popular sizes were 2-to-8 and 2-to-10 cup models, although some makers made available smaller sizes, and several companies introduced large capacity party-size urn types.

Retail sales by months remained approximately the same in 1957, with better than half being sold the last two months of the year.

Again in 1957 trade estimates indicate that discount operators, stamp plans, premium



GRAPH II. Progress of Electric Housewares New Items 1951-1957

houses, catalog operators and drug outlets moved a large portion of the volume, with specialty appliance dealers and credit jewelers enjoying a high percentage of the higher-priced units. However, it is interesting to observe that an independently conducted survey of 2000 housewives on their automatic percolator buying habits revealed that 31 percent purchased their percolators from appliance dealers; 18 percent from department stores; 14 percent from hardware stores; 7 percent from discount or wholesale sources; 6 percent from club (co-op); 5 percent from jewelry outlets.

CLOCKS

While industry unit sales of clocks are below the top year of 1956, (8,400,000 units sold at an estimated dollar value of $54,600,000 in 1957 versus 9,750,000 units in 1956 at $65,812,000), some manufacturers report increases in their 1957 sales. Sales at dealer and distributor levels also exceeded 1956, as inventories carried over from 1956 were cleared out.

The most significant development in electric clock industry in 1957 was the rapid growth of decorative and color styled alarms, plus the growth of occasionals of some makes at alarm clock prices. For instance, a few years ago the buying public would accept only alarms with conventional cases in ivory or brown. Today, on the other hand, these colors have given way to a wide range of pastels, including beiges, grays and whites.

Clocks by Types

Again in 1957 alarm clocks accounted for close to 50 percent of all electric clock sales at retail; kitchen wall, about 35 percent; decorative wall clocks for use in rooms other than the kitchen, 15 percent; other occasional clocks, mantle, etc., have dwindled.

It is estimated that less than one-third of all clocks bought went to first purchasers, more than 50 percent represented additional clocks in the home and about 20 percent were replacements.

Approximately 45 percent of all electric clocks are purchased as gifts for persons outside the purchasers' household. Probably another 10 or 15 percent are gifts for members of the family. Accordingly, from 50 to 60 percent of the total are gift purchases.

Data on who buys—men or women—is variously estimated at 50-50 and also at 75 percent of the purchases being made by women.

As with other electric housewares, November and December account for approximately a third of all retail clock sales, with the other ten months maintaining a fairly even monthly volume.

Wired home saturation by geographic regions is estimated as follows:

	Wired Homes	*% of Rooms With Clocks*
Northeast	82%	37%
Midwest	76%	32%
West	67%	28%
South	51%	14%

Electric clock sales for 1958 are expected to substantially exceed 1957 and may even exceed the 1956 record.

Rapid acceptance of decorative wall clocks for use in rooms other than the kitchen and the increasing acceptance of color styled alarms guarantees an expanding market for 1958. It is also predicted that clocks will enjoy greater popularity as business gifts, awards and prizes.

HEATERS

Manufacturers' sales of electric space heaters of all types totalled 1,855,000 units in 1957. This is 2.5 percent less than the 1956 record when 1,903,000 units were sold. And a breakdown by types of heaters sold is as follows:

	Units	*Dollars*
Fan forced & fan-heater combos.	925,000	$20,305,000
Non-fan	295,000	6,932,000
Wall types	635,000	26,987,000

(Non-fan forced category includes portable radiant glass panels and portable steam radiator heaters)

The most significant development in the electric heater business again in 1957 was the changing attitude of electric utilities toward the whole scope of electric heating—from portables up to units designed to heat an entire house. Several utilities, who formerly condemned the idea of electric heat and did everything possible to discourage consumer interest and use of electric heat, are now changing their attitude, and in some cases have started merchandising programs to stimulate interest in electric heating in their territories. This, as we have mentioned in other reviews, has been brought about largely because of the increase in peak loads developed during summer months by the increasing number of air conditioners being added to utility lines.

Portable fan-forced heaters still account for approximately 50 percent of the total electric heater sales. However, both fan-forced and non-fan-forced units sales for 1957 were off 5.23 percent and 7.81 percent, respectively, from the same period in 1956.

Wall type units, on the other hand, which include built-in wall and ceiling bathroom heaters, baseboard types, glass and non-glass, and other auxiliary installations designed for heating limited areas, are gaining ground. In 1957 they were 4.61 percent ahead of 1956 in unit sales and took a large share, 34.2 percent, of the overall 1957 heater total.

Geographically, there was some increased interest in electric heating in the midwest and east. However, the southeast and Pacific Coast states still constitute the best markets for all electric heating. Glass heaters are reported as having sold best in the northern tier of the U. S. where the climate is coldest.

Outlets

Appliance dealers and department stores moved the bulk of the portable heater business, and electrical contractors, especially those who operate an appliance store do the

(*Continued on page 178*)

ELECTRIC HOUSEWARES

MARKET STUDY STARTS ON PAGE 172

bulk of the built-in installations including radiant glass types.

Installation of built-in wall heaters generally presents no problem. Responsible electrical contractors know their products and how to install them. However, from several sources we hear that baseboard type units, which are becoming increasingly popular in some areas, have suffered because of sloppy installation.

Watts and Voltage

There is no breakdown available of heater sales by wattages and voltages. Most of the built-in wall heaters come in 2000-watts-and-over sizes. They require 220-volt wiring. Some portables are also designed for 220-volt use.

Approximately 95 percent of the radiant glass type heaters come in 220-volt sizes. The majority of the wall and ceiling type bathroom heaters are plug-in units that operate on 110-volts.

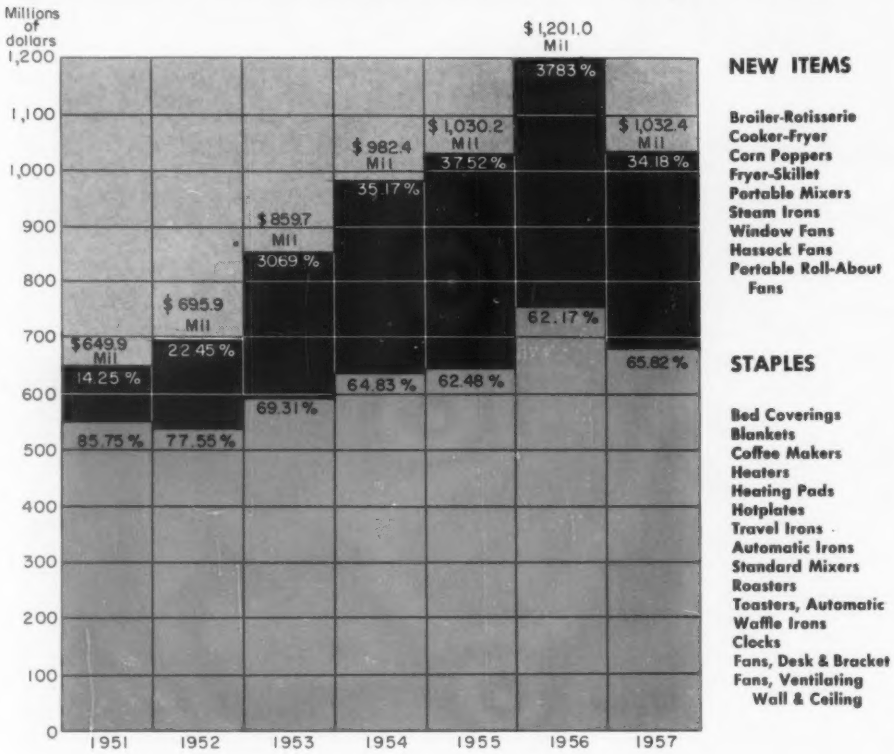
Fuel Costs

Cost of electricity for heating versus cost of other fuels depends upon geographic area and on utility rates. In Tennessee and the Pacific Northwest, where cost of oil is high, electric heating is lower in cost than any other fuels. Electric heating does cost more in most areas. However, as one enthusiastic producer puts it. "The advantages of cleanliness, safety, lower maintenance cost and efficiency makes it a more desirable form of heating.

Forecasts

An increase in electric heater sales is anticipated by the industry generally in 1958. Radiant glass makers expect to double their volume. Electric heat promotions will expand in 1958 to other parts of the country. And emphasis on styling and features will continue in the portables in 1958, although radical design changes are not anticipated.

Growth of Electric Housewares New Items vs Staples 1951-1957



SHAVERS

Another record was piled up by the shaver industry in 1957 despite Federal Trade Commission's rulings on advertising of free trial offers and trade-in allowances.

A total of 6,650,000 units were sold at an average price of $19.95, totalling $132,-667,000 in dollar volume.

In units this is 0.76 percent ahead of the previous record year of 1956 when 6,600,000 units were sold.

But the shaver was a disturbed industry in 1957. The big discounters took over shavers in a big way. As a result, department stores formerly responsible for a large percent of shaver volume withdrew their support of this item in the early spring. Late in the fall, however, there was an indication that department stores were again doing a job on shavers by trying to meet discount prices. In one metropolitan city on the eastern seaboard, for instance, one of the leading department stores came out with prices less than the going price at the discounters, and they are reported doing a thriving business.

Lady shavers continued to gain in popularity in 1957 and, while no accurate breakdown of industry volume is available showing men's shavers versus lady shavers, educated guesses put lady shavers well over 1.5-million units.

Inventory carry over from 1956 into early 1957 was mixed in the industry. However, leading companies report much better inventory conditions going into 1958.

Who Buys

Consumer surveys show that 33 to 35 percent of all shaving males now use an electric razor. And each year the shaver makers undertake tremendous promotional campaigns in national magazines and on television to increase this percent. Also each year an additional 1,300,000 boys are estimated as reaching the shaving age of 15. Each year a larger percent of these boys become potential shaver users.

This does not take into consideration the widening yearly increase in lady shaver users. Nor does it take into consideration the broadening replacement.

Only in the last five years have shavers made real progress as volume producers. When we consider the fact that used on a daily basis the average life of a men's shaver is only five years, we can see that there is a big and continuing replacement potential for shavers each year.

Shavers make excellent gift merchandise, and it is estimated that approximately 60 percent of all men's shavers are gift purchases, whereas approximately 75 percent of the lady shavers are gift merchandise.

Lady Shavers

Schick and Sunbeam went after the lady shaver gift market in 1957 by introducing high styled models in jewelry designs and jewelry packaging. They were popularly priced ranging from $11.95 to $17.50, and came in a variety of designs and a variety of colors. Remington retained their two Princess models introduced late in 1956 in pink and blue, and both colors enjoy equal popularity.

Outlets

Outlets said to have the bulk of shavers in 1957 were jewelry, discount, department stores, and drug stores.

Predictions

It is generally agreed that while shaver unit sales will be as high if not higher than 1957, the instability within the industry will worsen. *End*

SELLING HEAT PUMPS IS EASY . . . if you know how. And Bob Schaefer of Cullman, Ala., knows how. That's why the story of how he sold $25,000 worth of heat pumps in 1957 is part of the Special Report on Air Conditioners in the February

ELECTRICAL MERCHANDISING

the lid's off

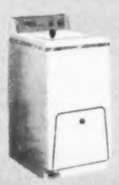
in the HOME INCINERATOR MARKET!!

Here is the long-awaited Majestic Smokeless-Odorless GAS INCINERATOR

...made possible with exclusive "Turbo-Tunnel" firing

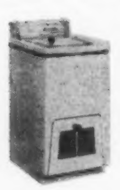
Today's most ***COMPLETE LINE*** *of home incinerators:*


IMPERIAL SERIES Model IGH-7 Gas

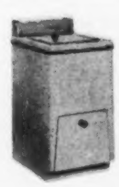

IMPERIAL SERIES Model IE-7 Electric


IMPERIAL SERIES Model IF-7 Fuelless

Imperial Series equipped with toe-tip lid lifter. Automatic controls located on back panel.


CUSTOM SERIES Model CDGH-7 Gas


CUSTOM SERIES Model CE-7 Electric


CUSTOM SERIES Model CF-7 Fuelless

Colorful Custom Series gas and electric models have automatic control behind front access door.


DELUXE SERIES Model DGH-7 Gas


DELUXE SERIES Model DE-7 Electric


DELUXE SERIES Model DF-7 Fuelless

Deluxe Series: simple construction, efficient combustion — for the fast-moving promotional market.

The field for home incinerators is *NOW* wide open! The Majestic SMOKELESS-ODORLESS GAS INCINERATOR — with its many exclusive features, its top performance and its modern appliance styling — easily satisfies local building and smoke abatement codes that previously restricted the sale of this much-wanted home convenience.

Now that the last obstacle has been removed and the way is clear for unlimited installation of this revolutionary appliance, you'll want to get in at the start and cash in on the big selling surge. Majestic's advertising program (including generous co-op in key market areas), coupled with big promotion programs by utility companies, will stimulate consumer demand as no appliance has ever stimulated it before.

A powerful sales attack is being made, so get ready by getting with Majestic! The sensational new SMOKELESS-ODORLESS model rounds out an already famous line, making Majestic the most complete line on today's market. Majestic's long line of home incinerators — *pioneered through 30 years of incineration and 50 years of combustion research* — includes electric, gas and fuelless models, four price ranges. All gas models A.G.A.-approved and all electric models UL-listed. See your distributor or write for details.

A few exclusive Distributor Franchises still available. Call, wire or write.

The Majestic Co., Inc.

473-A Erie Street, Huntington, Indiana

The Pioneer Developer of Home Incineration

Patents Pending

Power Tools

Manufacturers estimate 1957 sales volume as close to 1956 levels, concede that more portable tools moved through discount outlets. More leisure and rising costs should boost '58 sales

THE sales climate for power tools during 1957, was, if not spectacular, one from which the manufacturer could derive considerable satisfaction. Estimates of the year's total for retail sales range from a suggestion that there had been a ten percent reduction to more enthusiastic comment. Probably the biggest single obstacle to any attempt to make a valid estimate of yearly sales of power tools is the unknown factor represented by the mail order giants, Montgomery Ward and Sears. Still, the majority of industry sources contacted by ELECTRICAL MERCHANDISING believe that 1957 total industry sales were equal to, or only slightly below 1956, and individually others advise that while the industry as a whole had not exceeded the previous year's figure, their own sales had been higher.

Discount Sales Grow

It was increasingly apparent during 1957 that the discount operation has become more of a factor in the sales of the portable power tool. Where in past years only secondary brands were generally available through discounters, in 1957 manufacturer opposition crumbled and major name brands were in abundant evidence on the shelves of this type of outlet. While in most instances this did not mean a complete line, the more popular items, drills, drill kits, and electric saws were to be found. Because these required little presell or education in their use they were proving a natural for the discount operator. Most sources believe the trend will continue in this direction.

For the heavier duty, more complex stationary unit there is mounting evidence that sales through discount houses are on the wane. True, such units could be found in discount houses, but it is doubtful that sales through these sources will ever represent more than a fraction of overall yearly sales. This disparity in the outlet needs of the closely related power tool types, portable and stationary, is occasioned by the fact that where the former need little or no selling effort their big brother requires a salesman well versed in practical operating details. Not unlike hi-fi, stationary tools demand as a prerequisite to successful retail sales an operation in which the technical jargon of the established woodworking hobbyist is thoroughly understood. It is equally important in the pre-sell of the amateur making his first purchase.

At least some of the reason behind the expanding role of the discount house in the sale of portable power tools can be traced to the fact that many manufacturers have found it expedient to sell directly to the more important outlets at traditional jobber prices. One reliable industry spokesman reported, "This has meant that since these larger houses are primarily promotional or discount operations, the consumer has reaped the benefit of a much lower price for the more popular portable tools."

The Scope of the Market

No prophet can be found who looked ahead to a slackening of sales for the portable power tool industry. Instead the future appears a bright one indeed. Most often advanced as an important factor in a continuingly healthy market was the rising cost of labor. For many consumers this means that only through ownership of their own power tools can they afford to effect planned home improvements. Still another noticeable factor in future sales of power tools of both types is to be found in the increasing leisure time of the American consumer. With a shrinking work week and more money in pocket to indulge in discretionary spending the American male is slated to find an outlet for his energy in power tools.

Perhaps the best indication of the potential which can be ascribed to future business may be found in the substantial business names who over the past several years have entered the field. Among these were such old-line concerns as Remington Arms, Sunbeam, McGraw-Edison and Oster. But the fact remains that over 50 percent of the overall portable tool business is presently controlled by no more than a small proportion of the 61 companies, large and small, which comprise this section of the industry. And of this number less than 10 are producing what might conceivably be termed as a complete line of portable power tools for both industry and home use.

For a number of years as the "do-it-yourself" movement grew and power tools came to be commonplace in the homes of millions of Americans the tool industry has had great expectations regarding the place of the appliance dealer in the sales field. These expectations have not been realized although it is common knowledge that appliance dealers have become increasingly aware of power tools. ELECTRICAL MERCHANDISING discovered in a recently published survey, December 1957, conducted among 1,500 electrical appliance dealers throughout the United States that a substantial 18.7 percent were actively engaged in the merchandising of power tools. Manufacturers are puzzled by this reluctance to stock a product which could provide a not inconsiderable sales boost for the appliance retailer. Responsible sources in the industry, for instance, suggest that the greatest drawback to the appliance dealer as a retail outlet lies in his inability to grasp the fundamental sales needs of the product. These include proper floor display and, in the case of the stationary unit, a thorough knowledge of the product. But perhaps the greatest oversight on the part of the appliance dealer who shows disinterest in power tools is his tendency to disregard the substantial repeat potential of both portable and stationary units. As an example a purchaser of a circular saw might, as his enthusiasm and proficiency grew,

(Continued on page 187)

The *Amana* Franchise

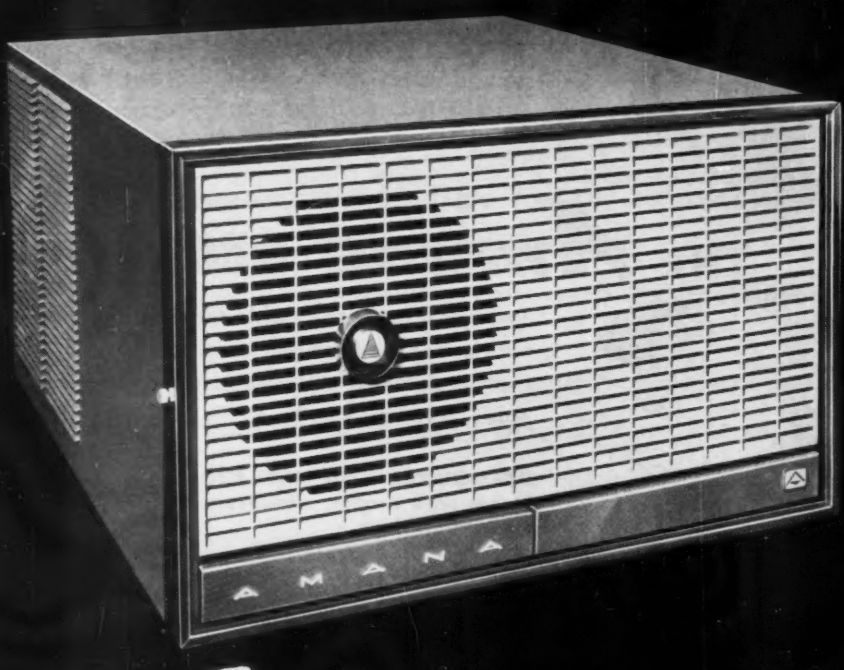
GUARANTEED TO OUTPERFORM ALL OTHERS

IN 1958

4 All-Important Factors Make The New Amana Line The Finest and Most Profitable in the Industry

1. **THE UNMATCHED QUALITY OF ALL AMANA PRODUCTS.**
   Amana quality sets the standard in the Industry!
2. **PRODUCTS THAT ARE PRICED FOR SALES, PRICED FOR FULL PROFIT.**
   As an Amana Dealer your profit per sale is the highest in the industry!
3. **THE UNIVERSAL ACCEPTANCE OF AMANA PRODUCTS...**
   maintained by a powerful and continuing program of advertising and promotion.
4. **THE AMANA POLICY OF PLANNED DEALER AREAS THAT MAKES EVERY AMANA SALE YOURS!**
   Amana Dealers compete with the Industry—not with each other.

HEADLINING *Amana's* GREAT NEW PROFIT-MAKERS FOR 1958



THE *Amana*® *Year 'Round* AIR CONDITIONER

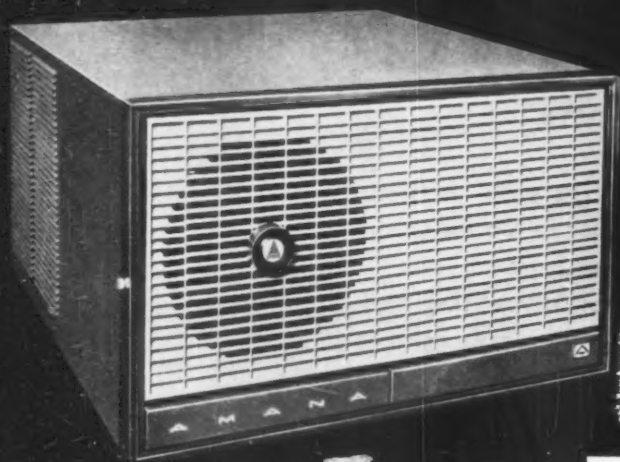
Actually thinks for itself! Supplies either cold or hot air automatically to maintain the temperature previously selected. Revolutionary reverse cycle heat pump provides heat without costly-to-operate electric heating coils. An outstanding example of Amana quality at no extra cost. Packed with the most exciting sales-making features ever offered in an air conditioner. Priced to outsell the competition and still give you a full profit. A simple demonstration makes any prospect a purchaser! Available in 1, 1½ and 2 h.p. models.

SEE NEXT 5 PAGES FOR MORE OF *Amana's* NEW PROFIT-MAKERS FOR '58

Amana® THE MOST LINE

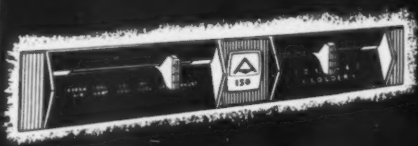
ALL NEW DESIGNS AND PRICES TO GUARANTEE YOU MORE THAN YOUR SHARE OF SALES IN ANY MARKET!

No other line offers so many outstanding models and such a wide range of full-profit prices. This means that no matter what your market demands, you have the answer in product and price!

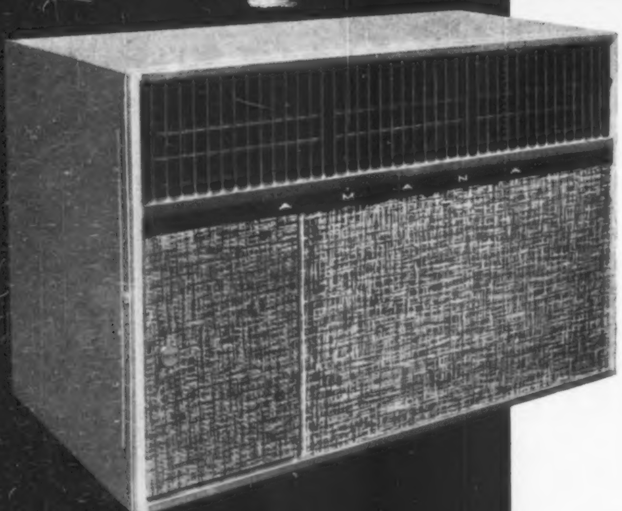


THE Amana® Air Command

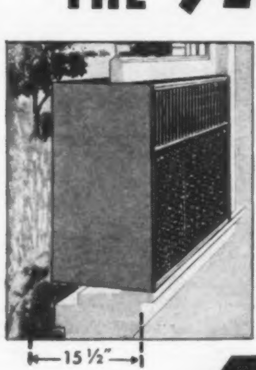
Built to the traditional Amana quality standards. Completely automatic operation. Adjusts itself to maintain the temperature selected. 2-Speed Fan provides high speed for maximum cooling and low speed for night cooling with whisper-quiet operation. Air Deflector Grille rotates a full 360° to provide an even flow of cool draft-free air in any direction. Available in ¾, 1, 1½ and 2 h.p. models.



Concealed Glider Control. Works with a touch of the finger—Gives you any cooling degree you wish. Left hand control provides FRESH AIR, COOL-VENT, LO-COOL, HI-COOL, OFF and EXHAUST. Right hand control provides 7 different temperature settings.



THE Amana® Slim-LO



The most beautiful air conditioner you've ever seen! Just 15½ inches deep so there's no over-hang inside or outside window... no interference with drapes or curtains. Another Amana quality product that adds an extra dimension to your sales. Available in ¾ and 1 h.p. models.

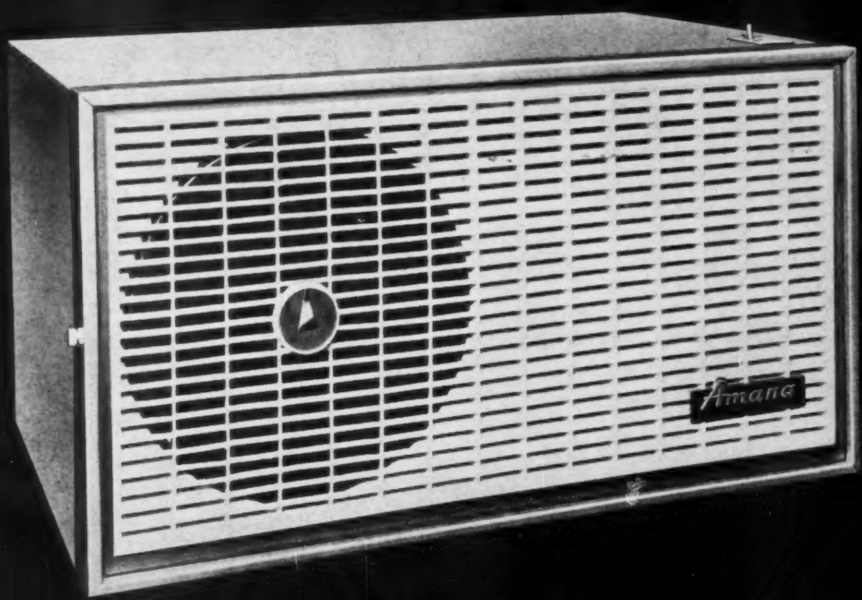
THE Amana® DECORATOR

Today's most fashionable air conditioner! Panel fabrics can be changed in minutes to match any room's decor. A style leader that leads to extra sales. Available in ¾, 1, 1½ and 2 h.p. models.

HARMONIZES WITH ANY ROOM. Blends with drapes, slip-covers or other furnishings.

COMPLETE, MOST PROFITABLE

FOR 1958!



THE Amana® Compact

Never Before So Much Cooling Capacity In So Compact A Unit!

A great new Amana quality-built air conditioner comparable in size to the so called portables but with 2 to 3 times the cooling power. The Amana COMPACT gives "big unit" performance though its cabinet is just 13¼ inches high, 25 inches wide, 16¾ inches deep. And this 1 h.p., 7.5 amp unit needs no special wiring*—just plugs into any convenient outlet. You'll dominate the market pricewise against *any* competition and still get top mark-up with the Amana COMPACT!

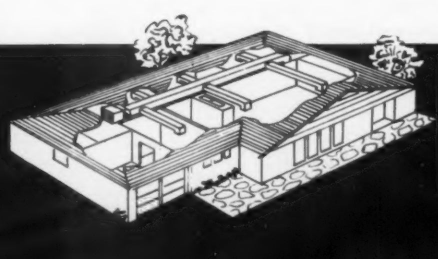
*Where local codes permit.

Amana® OFFERS A COMPLETE MERCHANDISING PROGRAM TO BOOST YOUR SALES WITH THE 3 BIGGEST EXTRAS IN AIR CONDITIONING TODAY!

1 Completely new installation system . . . the simplest known . . . takes half the normal time, cuts cost to a minimum. You can profit on *every* installation.

2 The Amana is the quietest of all air conditioners. Dramatic side-by-side tests with any other air conditioner will prove it to your customer. Yet Amana units actually move a much greater volume of air with their completely new type fan assembly.

3 Although all Amana air conditioners are quality-built to outperform all others, they are most competitively priced. Yet you enjoy a full profit on every model. This year's Amana Air Conditioner line makes *you* the competition!



Amana's NEW LOW COST CENTRAL AIR CONDITIONING

A tremendous profit opportunity for you! Ask your Distributor about Amana's complete merchandising approach for the big unit sales—big unit profits.

NEW Amana®
UPRIGHT FOOD FREEZERS
GUARANTEED TO OUTPERFORM ALL OTHERS
Latest Laboratory Tests Again show Amana Freezers Lead All Major Competition In Freezer Performance— In Every Category.
0°
Model 19
19.6 cubic foot capacity. Holds over 685 pounds of food. Available in 12 cu. ft., 15 cu. ft., and 25 cu. ft. models.
Amana® Freezers pull down temperatures faster than any other freezer tested
• Amana Freezers maintain more uniform zero storage temperature than any other freezer tested.
• Amana Freezers store food safely with by far the lowest percentage of running time of any freezer tested.
No wonder Amana Freezers deliver top profits for Dealers plus top satisfaction for customers wherever they're sold.
AGAIN IN '58 AMANA DEALER PROFIT PER SALE WILL BE THE GREATEST IN THE INDUSTRY!
THE Amana PLAN
for Better Living® ...
... the greatest merchandising plan ever devised for volume sale of freezers, is an outstanding example of the completeness of Amana's approach to selling. It is this type of promotional thinking that keeps merchandise moving for all Amana Dealers!

NEW

Amana®

FREEZER plus REFRIGERATOR

OBSOLETES ALL COMPETITIVE PRODUCTS!

MODEL FPR-16
STYLE LINE
Refrigerator has 8.7 cubic foot capacity. Freezer holds 263 pounds.

It's completely different in basic design! The Amana Freezer plus Refrigerator is *not* just a refrigerator with an expanded ice cube compartment. It's a genuine Amana Freezer . . . the kind that made Amana world famous . . . combined with the world's most modern refrigerator!

The Amana Freezer plus Refrigerator can be a sure profit-maker for you because it's the one appliance that makes all refrigerators old fashioned. 1 out of 5 trade-ins for this appliance is less than five years old!

Completely New

STYLE LINE
FREEZER plus REFRIGERATOR GIVES A "BUILT-IN" LOOK WITHOUT "BUILT-IN" COST!

This newest Amana Freezer plus Refrigerator is completely flat on sides, top and back so it can be placed flush against a wall or cabinet—even in a corner. Yet Style Line design allows door to open a full 90°.

MODEL FPR-18

Refrigerator is equal to 12 cubic foot conventional refrigerator. Freezer holds 297 pounds.

MODEL FPR-14

Refrigerator is equal to 10 cubic foot conventional refrigerator. Freezer holds 220 pounds.

Amana® BUILT-IN FREEZERS AND REFRIGERATORS

Amana Freezers and Refrigerators are also available in separate "twin" units which can be built into kitchens. They are easy to sell . . . cost little to install . . . and provide a top profit margin. The special Amana Builder Plan can help you make many extra sales.

TURN THIS PAGE FOR ANOTHER PROVED PROFIT-MAKER!

Deepfreeze® FOOD FREEZERS

These World Famous Freezers Are Again Priced to Outsell the Competition and Still Give You A Generous Mark-Up!

Now the Deepfreeze line that broke all freezer sales records in 1957 includes a great new model, the Deepfreeze Upright Food Freezer! For customers who want a "Built-In" look without expensive installation cost, this new model has tremendous appeal. ***The new Deepfreeze Upright Food Freezer, like the Deepfreeze Chest Freezer line, can be a sure profit-maker for you in 1958!***

UPRIGHT MODEL DFU-17. 17 cubic foot capacity. Holds 595 pounds of frozen food.

CHEST MODEL DF-160. 15.7 cubic foot capacity. Holds 550 pounds of frozen food. Also available in 9.3 and 22.1 cubic foot capacities.

FOR THE BIGGEST PROFIT-MAKERS IN 1958 CONTACT YOUR AMANA DISTRIBUTOR TODAY.

Amana®

Backed by a Century-Old Tradition of Fine Craftsmanship

Amana Refrigeration, Inc. Amana 16, Iowa

POWER TOOLS

MARKET STUDY STARTS ON PAGE 180

add mortising attachments, dado blade assembly, or a variety of saw blades for every conceivable purpose. The same is true in the case of portable tools, for here too the manufacturer has engineered dozens of accessory items to be powered by the basic unit itself. Buffing and sanding attachments were the first of these to appear on the market, but in late years continuing engineering advances have led to drill powered saws of all types, including the latest to appear on the market, a band saw.

While the appliance dealer has to some degree overlooked the possibilities in power tools, lumber and building supply stores have come to be a factor to be considered. The lesson to be learned is clear, for while the lumber and building supply outlet has encroached to a considerable degree upon the traditional preserve of the appliance dealer, the latter has not yet seen fit to embrace a commodity which could mean money in the till. Unlike soft goods and similar items the purchase of a major appliance brings the husband-wife buying team into play, and, since power tools are the exclusive pet of the male member of the family their place on the appliance dealer's floor is more than evident.

New in '57

Some years ago one major manufacturer of stationary units fostered the idea of a line closely styled along the manner of appliances and finished in gleaming white, the idea being that, since power tools were in essence an appliance for the man of the family, they should bear a close resemblance to appliances. Since that time there has been a continuing effort among manufacturers to make the power tool a thing of beauty without relinquishing its primary duty as a functional tool. Delta, as one example, utilized the services of Raymond Loewy Associates in a successful attempt to make their unit eye appealing as well as salesworthy. This trend on the part of manufacturers follows their realization that the removal of the power tool from the garage or workshop and into the confines of the home proper makes for a good selling point.

Portable tools have not been neglected in the industry's continuing effort to find new designs and tools which will be appealing to the consumer. In their case, however, the search is for new uses to a greater degree than to changes in design. Available during 1957 was a newly designed 16" power plane by Porter-Cable; a drill by Sunbeam advertised as utilizing fan-forced air for cooler running; and an angle-head drill attachment by Cummins which swivels to a full 360-degree arc to enable the operator to get into tight, inaccessible corners. Drill kits of all kinds were commonplace in 1957, at generally lower prices than the preceding year, and featured a basic drill, geared or hex-key chuck, and a variety of accessories. One such unit included seventeen of the latter, and made it possible for the owner in addition to drilling, to sand, grind, polish, buff, mix paint, remove rust and sharpen tools or knives. More and more interest is being shown by the consumer in the saber saw, a design of fairly recent introduction, and in the router. One manufacturer now markets a router which with various attachments can be used by the handyman for shaping, finish sanding, power planing, and, improbable as it might seem, grass trimming. All of this continual need for product improvement can be aptly wrapped up in the comment of Robert Chambers, president of Magna Power Tool Corp. (Shopsmith) who states, "It is evident to us that the power tool industry is not unlike appliances or automobiles—functional improvement, styling, and creative merchandising are essential to its existence."

Schooling Aids the Dealer

None of the power tool manufacturers responding to ELECTRICAL MERCHANDISING's request for 1957 market information could advance new ideas in the way of merchandising techniques. Most seemed to be relying on tried and true industry methods which include visual aids for the dealer, promotional techniques, and like solutions. Probably of most importance for embryo dealers are the training schools many companies have established in key market areas throughout the country. The only noticeable drawback to the latter seemed to be "excessive personnel turnover which negates the effectiveness of such a training program." Only Cummins of all manufacturers contacted advised that they had developed a new approach to the sale of portable electric tools, one which they had tested and found highly successful. The new program was being kept under wraps pending its nationwide introduction early in 1958.

Sales: Geographical and Seasonal

With both portable and stationary electric tools the top sales area in the United States was undoubtedly the populous northeast. At least one manufacturer claimed an impressive 30 percent of his sales from this area alone, with the central states accounting for 23 percent, and the midwest 18 percent. Lowest ranking percentagewise in all instances were the southern states, following closely the pattern of overall retail sales in these areas.

Not much can be found to indicate a particular seasonal pattern for electric power tool sales although it is evident that portables were in demand during the gift-giving season. The distaff member of the family group finds in many of these less expensive tools a ready made answer to Dad's Christmas problem. Stationary units are in demand too at this season, although because of their higher ticket not in the same degree as the portable.

A Bright Future

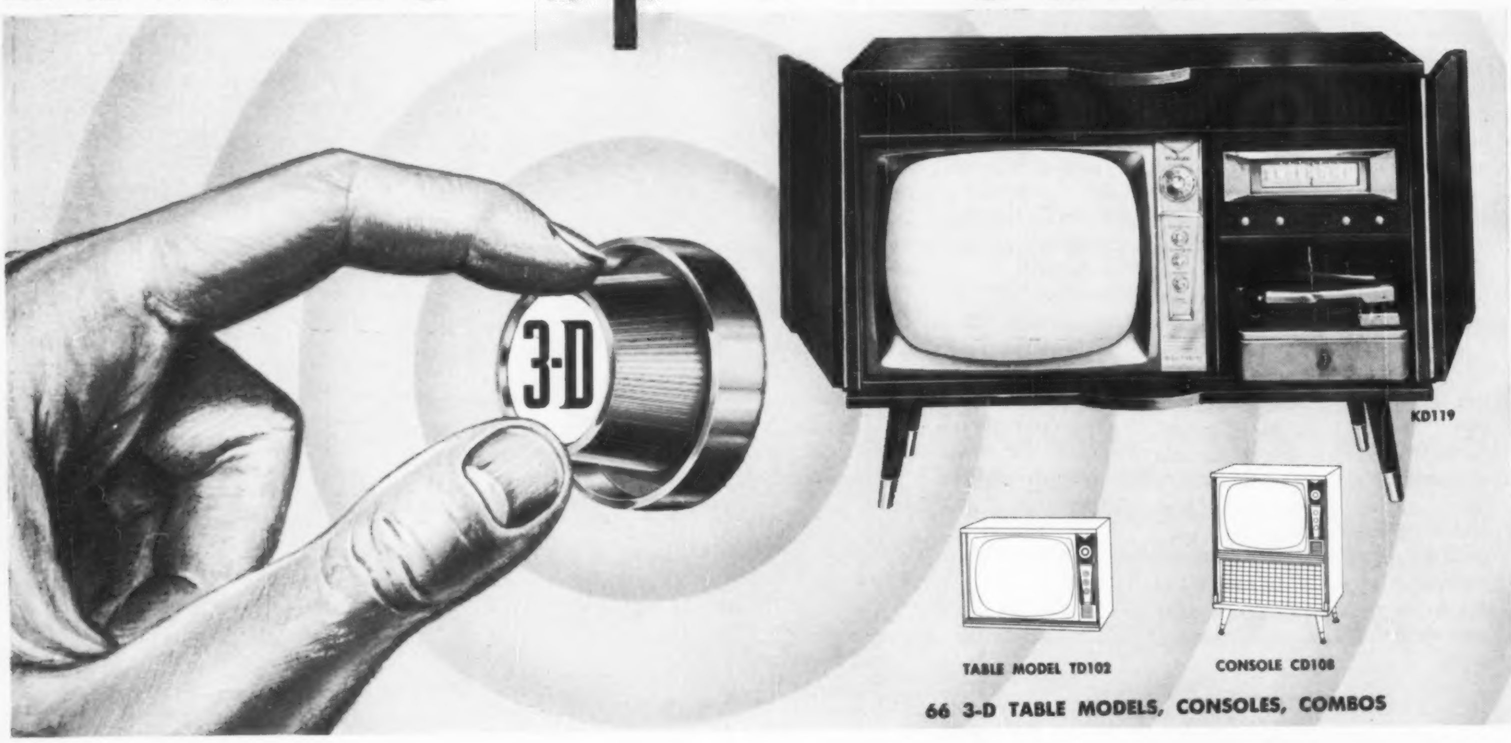
No one studying the phenomonal rise in the electric tool industry over the past several years can help but be impressed by the continuing grasp it retains in the consumer's mind. Its future can best be expressed in the words of Robert D. Black, president of Black and Decker: "It is our feeling that the industry will grow in the future just as it has grown in the past and will keep pace, if not exceed, the growth of general business. Certainly its growth will keep pace with the standard of living in this or any other country and, as the cost of labor increases, the usage of electrical tools will become increasingly greater."

In 1957 the electric power tool industry maintained a great deal of the momentum which has carried it forward since the end ot World War II, and 1958 promises to be no exception. Home owners will continue to provide a growing market for power tools from their own enthusiasm in good times, or from economic necessity in any general business decline. That, in essence, is what the manufacturer of electric power tools believes, and what he is continuing to plan for.

End

YOU SOLD 46 COLOR TV SETS TODAY. THAT'S NICE, DEAR. NOW RUN DOWN TO THE STORE FOR A LOAF OF BREAD, WOULD YOU?"

3-second demonstration buttons up TV sales!



here's sales-making merchandising magic... **Hi-Fi TV with 3-D sound!**

MAXIMUM DEALER PROFITS IN EVERY OLYMPIC

Dealers favor Olympic! They get full markup and full profit in every set they sell. Olympic offers both dealers and distributors the greatest value with the most extensive line of profit-makers in the industry. Top styling and high quality performance are combined with other selling features that cause TV shoppers to become Olympic buyers. Over 8000 dealers across the nation cash-in on a bigger share of profits with Olympic!

MORRIS SOBIN, President

Now dealers can clinch sales in seconds... demonstrating this convincing new Olympic feature!

- Only Olympic has it! Just a fingertip touch demonstrates it! Instantly changes regular TV sound into dramatic hi-fi... with new Dynamics, Definition, Dimension... 3-D! Thrilling to customers' ears!
- It's an important new TV pleasure that gives customers complete new multiple speaker circuitry...
- For you, it provides a great new Olympic "extra" sales advantage, in 66 new TV and combination models of this business-building line!

Ask your Olympic distributor for full details... now!

Olympic

DIVISION OF THE SIEGLER CORPORATION

QUALITY 22 YEARS VALUE

World's Leader in Combinations • TV • Radio • Hi-Fi • Air Conditioners • Olympic Radio & Television, 34-49 38th Avenue • Long Island City 1, N. Y.

AS ADVERTISED IN: LIFE • SATURDAY EVENING POST • LOOK • HOUSE BEAUTIFUL • EBONY • N. Y. TIMES MAGAZINE

Power Mowers

Sales jump 100,000 units for a new record of 3,300,000. Mowers costing $100-and-over take a materially larger share of the market and the average price climbs to $84.50

THE power mower business, which spreads through many models and many markets, continued to go ahead during 1957. Some 3,300,000 units were sold compared with 3,200,000 in 1956 and 2,750,000 in 1955. The average price also showed a sizable increase, rising from $79 in 1956 to $84.50 last year.

This is a business that has sold 15,850,000 units between the years 1950-1957. In the past six years there were 13,530,000 moved. The outlook of the industry experts is that 1958 is expected to inch up steadily.

There are 65 major producers of power mowers in the United States, but in a business which is largely a conversion of an old-fashioned lawn mower to a gasoline operated unit, the country has many small manufacturers and operators who hit only parts of the market.

The breakdown of the price picture is as follows:

	*1957	1956	1955	1954
Under $70	14%	18%	14%	12%
$70–$79.99	11	16	11	16
$80–$89.99	13	25	29	27
$90–$99.99	20	23	23	11
$100–$109.99	13	7	7	7
$110–$124.99	12	7	7	13
Over $124.99	17	4	9	14

*This covers 85% of all manufacturers.

The retail price situation varied, depending on the type of outlet. For the department stores it was figured that the average 1957 price was $64.50. For a dealer outlet the average price was $88, for the mail order chains, it was $81, and for the direct-to-you type of distribution, it was $69.

Department stores, due to lack of service facilities, seemed to run into the most trouble during the year. They sold a lot of 21-inch jobs at $59, which might have been their most popular number. Apparently they had a large carryover of power mowers, which were sold under distress conditions.

For a long time the classic margin on power mowers has been 40 percent to distributors and 25 percent to dealers.

In some types of distribution, such as "direct-to-you" during the year, there has been a decline on retail margins. Declines to dealers from 25 to 18 percent were common. During the year, manufacturers costs continued to rise, while the price to the public has remained fairly stable. Because of these lower margins some firms were forced to go out of the mower business entirely.

Carryover Into 1958—350,000

About 200,000 units were carried over into 1958 in manufacturers' hands (and there were those who said this was low) and about 150,000 units on dealer and distributor floors, making a total of 350,000.

There was a greater change in the appearance of new models this year, in increased safety factor, and in ease of handling.

The public seems to prefer the high-priced machine. Grading up prices were the self-propelled rotaries, which ran in 1957 around 17 percent of the total market, and are preferred on larger estates. The sale of riding type mowers is steadily growing, and the year saw one model appear with two engines on it. At a show, the Simplicity Co. offered a riding mower with air conditioning and a radio telephone.

It is believed that about everybody is getting into the riding mower act this year, with prices from $225 to $260. It is estimated that 15 new riding rotaries have come on the market.

This year was the first in which there were plenty of engines. One of the mysteries of the power mower business is the number of engines made. Today engine manufacturers are beginning to report their production through the Lawn Mower Assn. for the first time.

Engines Getting More Powerful

Power mower horsepower is going up. It is believed that the 3 hp of 1956's machine jumped to 4 hp in 1957. Briggs & Stratton are coming out with 4 and 5 hp engines for the first time.

The past season was disappointing in the acceptance of self starters. It is believed that not over 3 percent of 1957 mowers had self starters. Most of them are electrical, although Bolens' had a kick starter.

It is estimated that between 50 to 60 percent of the mowing is done by women and children, so that a self-starter is a necessity in many cases. The high price of the starter (from $90 down) was the greatest factor in holding it back. Then, too, it was introduced to the engine manufacturers without any selling to make the public demand it. Few people and not many dealers knew electric starters could be had.

(Continued on page 190)

4 Years Sales Summary... POWER MOWERS

	1957	1956	1955	1954
Units Sold	3,300,000	3,200,000	2,750,000	1,750,000
Av. Retail Price	$85	$79	$86	$90
Retail Value	$278,850,000	$252,800,000	$236,500,000	$157,500,000

POWER MOWERS

MARKET STUDY STARTS ON PAGE 189

Mechanically, there are two ways of starting a power mower engine. One is a battery job which is carted around on the machine, and can be used only on bigger models. The other is a motor which plugs in and starts the machine at the toolhouse.

Believe Market is 53% Saturated

Saturation all depends on how you look at it. There are those who say the field is not over 30 percent saturated, and others who figure it is 53 percent. Actually the Lawn Mower Institute, Washington, D. C. estimates the saturation of power mowers at not more than 50 percent of the 45 million non-farm dwelling units in the United States. It must be remembered that every year these figures apply to smaller and smaller lawns. It is felt there are 18 or 19 million homes which are still prospects, and this has been doped out by considering anybody as a potential owner, who has $4,000 a year of disposal income and who owns a house worth $10,000.

Mower Sales in Years

1946	139,000
1947	362,000
1948	397,000
1949	529,000
1950	1,080,000
1951	1,241,000
1952	1,155,000
1953	1,275,000
1954	1,750,000
1955	2,750,000
1956	3,200,000
1957	3,300,000

It is believed that 52 percent of the mowers sold are replacements, and the experts say there is one lawn mower around for every four automobiles – which means it is still a growth industry.

The industry is not agreed on how many years a power mower will last in the hands of a customer. They think it runs from 2½ to 5 years, largely due to the failure of the owner to keep it out of the weather and take care of it.

The latest breakdown as to types of engines employed is 25 percent two-cycle and 75 percent four-cycle. During 1956 the country was short of four-cycle engines, which probably had something to do with this figure. The two-cycle engine is simpler and has been refined mechanically in recent years. It is particularly effective with mowers and power saws. The four-cycle engine is a more complex type which is made largely in America.

Power mowers, in their way of cutting grass, break down into two types. One is the reel type, the old original, and the other is the rotary, a revolving blade which was invented in Missouri some 25 years ago. It is figured that rotary mowers comprise 90 percent of the total output for 1957.

8,000 Repair Shops is Estimate

Any dealer thinking of selling power mowers should first make arrangements for repairs. The power mower manufacturers lean largely on the motor makers for service, and there are discrepancies in estimates of the number of motor repair shops available. The reason lies in the fact that one repair shop will handle all makes of engines and be listed in many directories. It is thought there are about 8,000 repair service stations of all makes, which carry repair parts. Unfortunately they are mostly in the large population centers.

There is a trend toward the one-stop shop, particularly as the second generation of power mower owners come on the scene. These owners know they have to have service on their machines. Many customers will not buy from a store that does not have available a repair department.

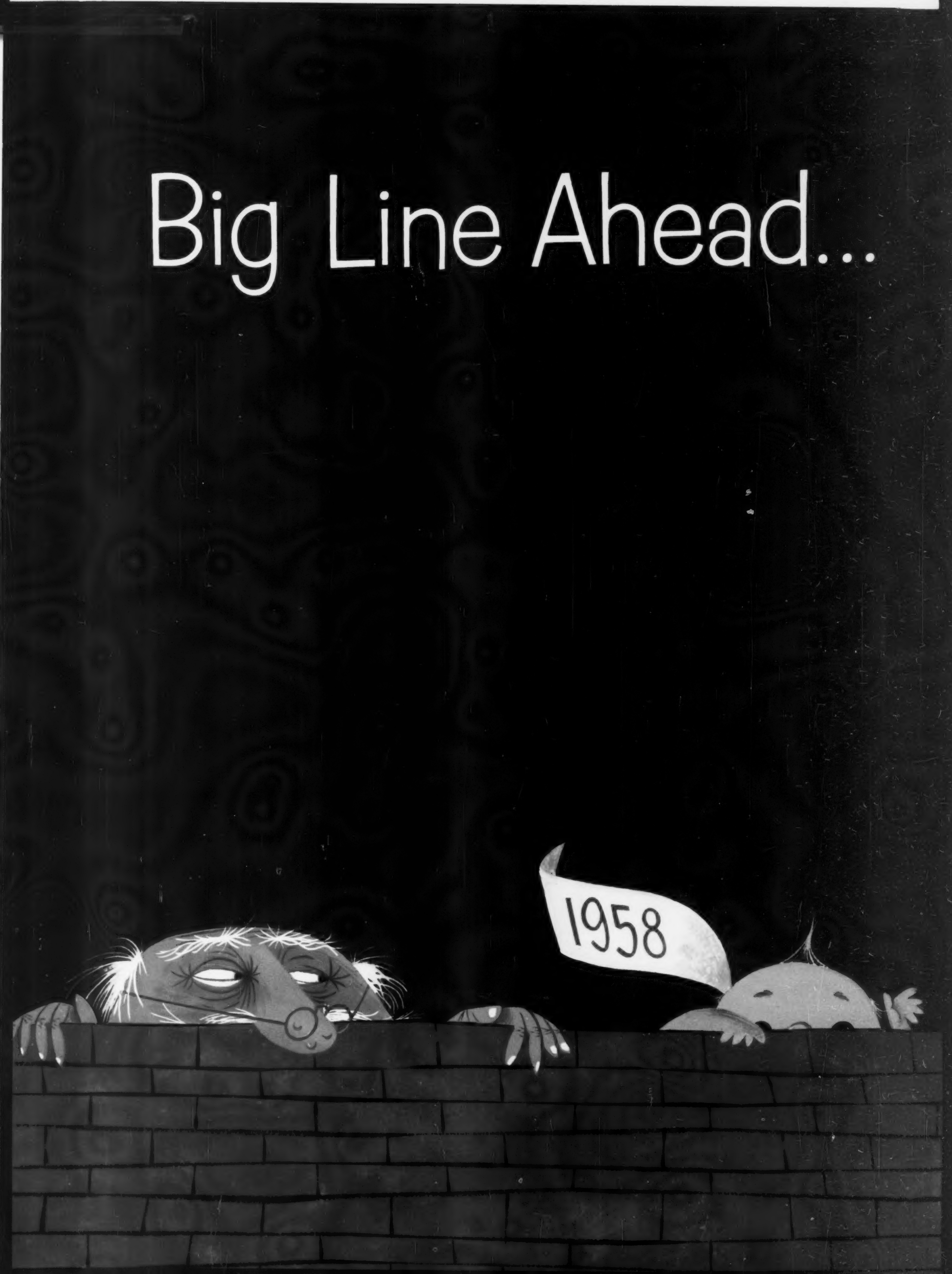
It costs around $3,500 to start a repair shop with stocked parts, but it is one of the best opportunities for a dealer.

It is said there are still 45,000 retail outlets for power mowers. This number remains the same, but there appears to be a decline imminent among manufacturers. Quality makers are standing up, but about ten manufacturers are thinking of dropping out. No decline is likely among small makers who produce for a sectional market.

52% Have Trade-Ins

About 52 percent of the sales have a trade-in involved and there is not as much activity as believed in re-selling these trade-in mowers, many of which are completely out of service when they arrive. They are noted here chiefly because they mean price cuts for the dealer.

The year 1957 saw mowers dolled up more than ever and gaily colored. The sale of fogging devices, which are attached to the muffler to kill mosquitoes gained in popularity. The snow remover (5,000 units) did not gain in sales because not a great deal of snow fell. *End*


Big Line Ahead...
1958

THE
'58 LINE

DORMEYER ... the

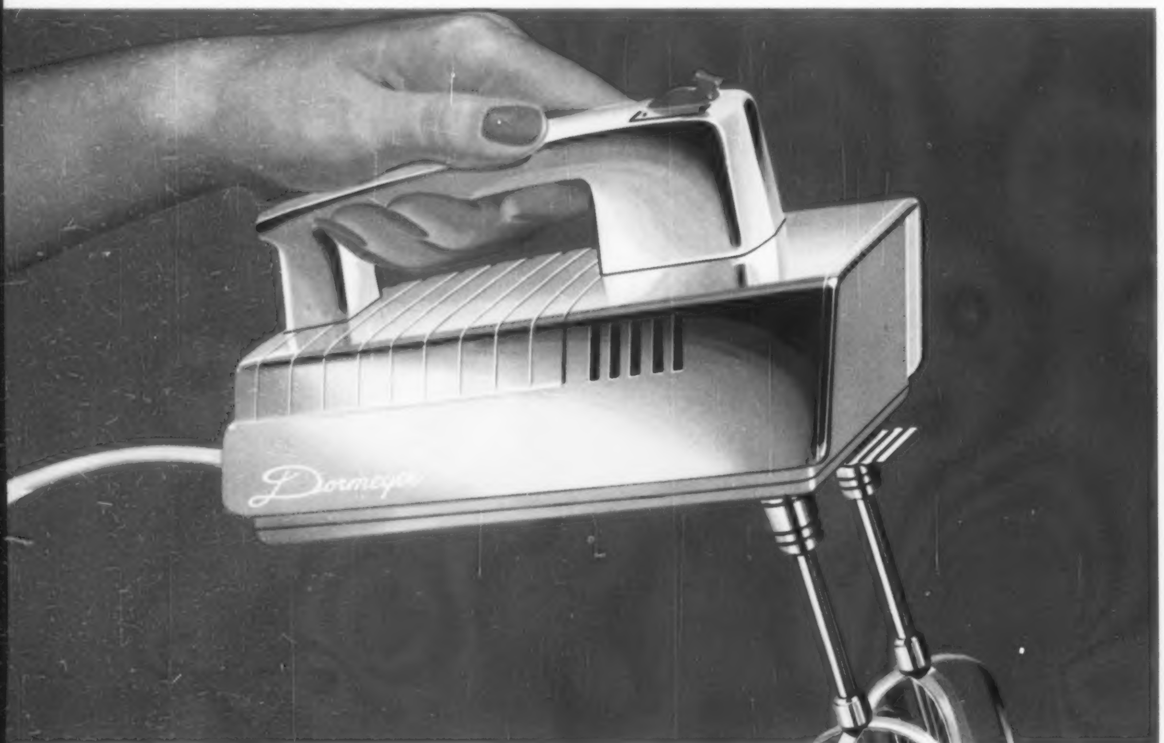
Again this year... Dormeyer Mixers with all the

Dormeyer Silver Star. This all-chrome DeLuxe Mixer mixes, grinds, shreds, slices. Gleaming chrome mixer head and base, two sparkling stainless steel mixing bowls. No extra charge for attachments! Ten full power mixing speeds. Automatic beater release. Model 4400.

Dormeyer Princess. So beautiful, so practical you'll love it in your kitchen. You get an electric food grinder, a mixer, complete juicing attachments, plus a detachable mixer head that is portable for use anywhere. Opal glass mixing bowls. Automatic beater release. Model 5700.

...and the new jet-lined portable mixer!

Dormeyer



Dormeyer Portable. *Years ahead* in flashing beauty, streamlined design, new features! Three full-powered speeds do almost everything a larger mixer can do. Lightweight, easy to use, easy to clean. Automatic beater release. In yellow, pink, white, turquoise or chrome. Model 18.

Dormeyer Golden Goddess. America's most beautiful coffee-maker! 24-carat gold plate trim in modern Danish design. Capacity 4 to 10 cups. Keeps coffee hot, or re-heats cold coffee without re-brewing. Jewel signal light. Model 22.

only complete and full line of

most-wanted new features for '58!

Dormeyer Mix-Well. You get a bonus of dozens of extra uses from this mixer. Includes electric food grinder and juicer. Ten full-powered speeds for any mixing job. Automatic beater release, Magic-Mix arm, two opal glass bowls. Portable, too. Fully guaranteed. Model 5100.

Dormeyer Mix-Maid. Ideal gift for brides and budget-minded wives. Nine full-powered speeds. Automatic beater release. Gleaming white mixer head and base; two opal glass mixing bowls. Remove the head and you have a portable mixer. Fully guaranteed. Model 9700.

Coffee-Makers...4 beautiful ways to make good coffee

Dormeyer Coffee-Well. Makes perfect coffee every time. Has a selector for warm or brewing. Big 10-cup capacity, jewel signal light, special no-drip pouring spout. Beautiful bright-finished aluminum. Model 6901.

Dormeyer Coffee-Maker. All stainless steel body and cover. Modern Danish design. Easy to clean. Makes 4 to 10 cups automatically. Can make three different strengths of coffee at *one* brewing. Fully guaranteed. Model 16.

Dormeyer Coffee-Well. *All new . . . and a beauty, too!* Designed in lovely, lasting bright-finished aluminum. "Warm and Brew" Selector. Big 10-cup capacity, graceful new brown plastic handle and base, modern design. Model 24.

only complete and full line of h

most-wanted new features for '58!

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# of household appliances!

Dormeyer Grill-Well, family-size! Fastest heater-upper!

wives.
white
head

Dormeyer Grill-Well. Ideal for the large family, or if you do a lot of entertaining. Fries eggs, bacon, pancakes—big enough to hold 15 good-sized hamburgers. New plug-in thermostat. Grill-Well is completely immersible when plug is disconnected. Made of bright-finished cast aluminum. Sparkling aluminum cover with easy-to-adjust steam vent optional. Model 9900.

Dormeyer Hurri-Hot. America's most useful kitchen appliance. Warms baby's milk, boils eggs, heats soups, makes beverages . . . and fast! Removable lid, 3-egg removable egg rack. Chrome aluminum with brown plastic handle and base. Model 6700.

Dormeyer Toasters make breakfast a break<u>feast</u>!

. . *and a*
g bright-
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Model 24.

Dormeyer Golden Goddess Toaster. *Perfect companion* to the Golden Goddess Coffee-Maker. Finished in lustrous, rich 24-carat gold plate. Unique mechanism takes the temperature of the bread, delivers toast light, dark or golden brown. Extra wide wells for rolls or muffins. Fully guaranteed. Model 6306.

Dormeyer Pop-Up Toaster. Makes perfect toast every time because the "moisture-response" control assures you even color . . . light, golden or dark. Even warms toasted bread without retoasting or darkening. Polished chrome finish. Hinged crumb pan for easy cleaning. Fully guaranteed. Model 6303.

THE '58 LINE

DORMEYER...the one co

Dormeyer...for better meals!

Dormeyer Fri-Way Electric Skillet. Amazing new Dorma-Stat Control lets you choose the temperature you want, and regulate it from the control knob on the Dorma-Stat. Unplug the Dorma-Stat, the whole unit can be immersed for easy cleaning. Gleaming forged aluminum. Handsome matching cover. Model 20.

Dormeyer All-Purpose Broil-Well. Portable broiler, rotisserie, roaster-oven complete in one handsome chrome unit. Roasts evenly, perfectly. Broils meat tender and tasty. Super-fast infra-red heating element. 4½-hour electric timer. Giant capacity. Model 8801.

Dormeyer Fri-Well. It's a fryer. It's a cooker. Use it for deep frying, stewing, roasting, casserole dishes. Automatic thermostat control. Model 6000.

Dormeyer Silver Blendwell. All-chrome base. Famous hurricane action insures smooth, velvety blending. Big 32-ounce container. Self-cleaning. Never needs oiling. Model 5907.

Dormeyer Deep-Fry Cooker. Makes fried chicken, doughnuts, etc. Holds four quarts of stews, soups, other foods. Automatic jewel signal light. Model 6200.

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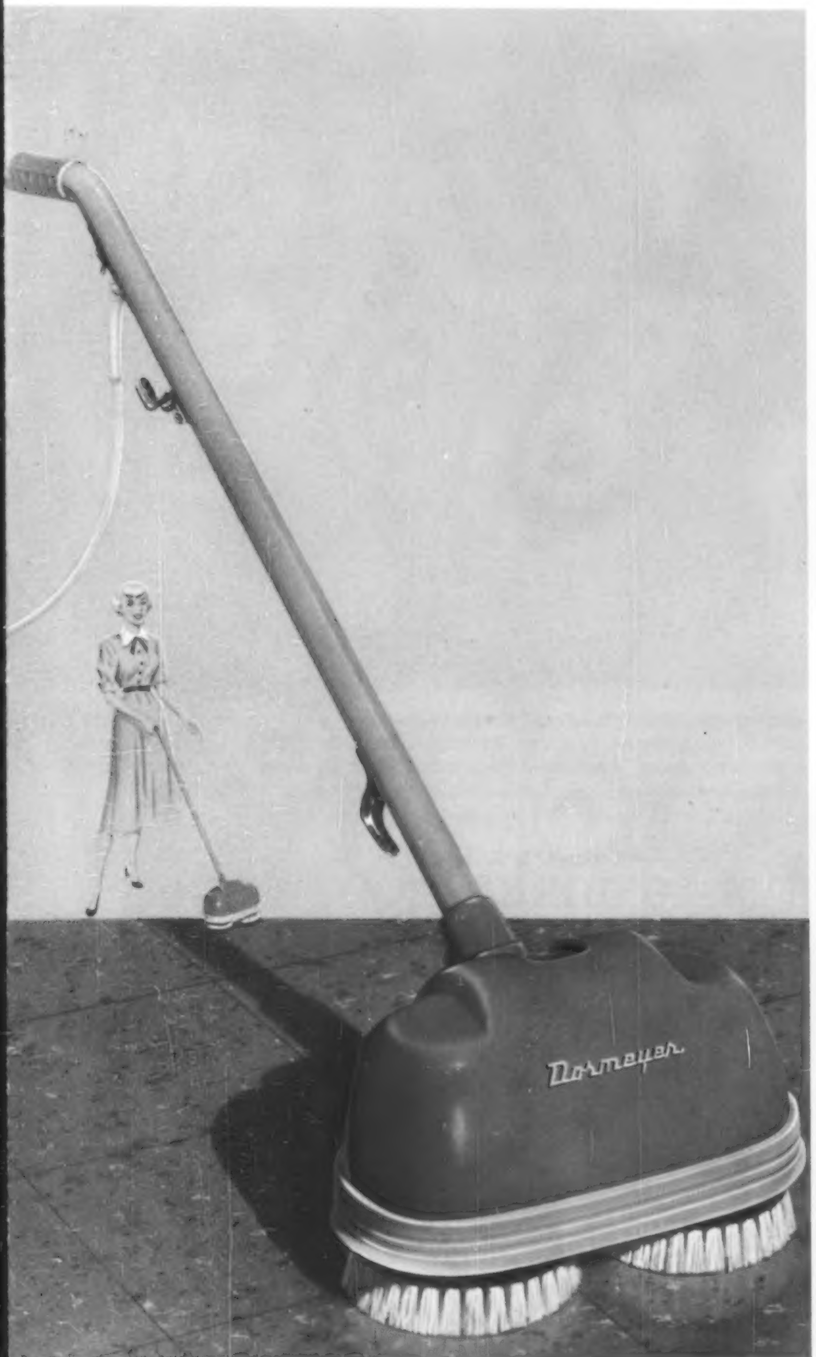
complete line...see it...sell it!

Dormeyer...for easier living!



Dormeyer Steam Iron. Instantly switches from dry to steam. Uses plain tap water in most areas. Presses any type fabric beautifully. Comfortable handle for either left or right hand ironing. Fabric dial indicator lets you "dial in" exact heat. Model 12-1.

Dormeyer Polisher-Scrubber. Stand up to scrub, wax and polish floors . . . electrically. Brushes revolve at over 600 rpm for a professional job on scrubbing, waxing or polishing. Can be guided with one hand. Use on wood, tile, vinyl, marble, etc. Includes polishing brushes, scrubbing brushes, buffing pads. Model 11.

Dormeyer Edgewell. This amazing knife and scissors sharpener gives you perfect results. Easy to use as a pencil sharpener, and as safe. Just insert the blade and in an instant you have professionally sharpened cutlery. In yellow, pink, white, turquoise or chrome. Model 14.

DORMEYER

America's Only Complete Line of Household Appliances

DORMEYER CORPORATION, CHICAGO 10, ILLINOIS

Water Systems and Pumps

Average price drops $5 as sales decline to 750,000 units. Increase in typhoid fever raises threat of more government control of well locations. Spokesmen call for better retailing methods

BECAUSE nobody knows the number of wells in the United States, it is impossible to estimate the total size of the water pump market.

The year 1957 saw a downturn in the water pump market, with 750,000 unit sales compared to 775,000 in 1956 and the average price declining to $150 compared with $155 in 1956. Total retail value of the product was $108,750,000.

It should be said here that the term "water system" usually refers to a sale made to a new owner, while a pump sale generally is a replacement.

Trouble in the Offing

An ancient hangover in the water business is the hostility between government and well driller, probably because water is a necessity and people do not like to see wells taxed or regulated. Two or three states require well drillers to report all wells drilled, but get scant attention, for most owners of wells do not care to see authorities butting in on their property.

The rising tide of typhoid fever in the United States foretells a change in all this. With so many wells close together in suburban areas and adjacent to septic tanks, we are likely to see the government step into the picture, using the threat of typhoid fever as a lever.

Even the FHA in its financing is sketchy about wells, requiring 3 to 5 gallons a minute flow to be eligible for a loan. Nothing about adjacent septic tanks.

There has been gross abuse of the situation in new suburban towns and the result will soon be official permits, registry and testing of wells, and legislation as to how close wells can be to septic tanks and distribution fields.

One-Stop Distribution Needed

As John Hosford, secretary of the Water Conditioning Foundation, 39 South LaSalle St., Chicago, put it in a recent speech, the retailing of water systems today is a mess. An individual building in the suburbs has first to contact a well driller, who usually cannot tell him where to drill or what he will get. He stands a chance of being swindled on depth of well. He buys his pump from a store which plugs what it has to sell, not what he needs. He has to get hold of a plumber and an electrician to install the unit.

What is needed in the water system business is a one-stop retail operation, where the owner can get honest information, honest direction and honest service. The business needs retailing channels such as sell other appliances.

There are about 18,000 well drillers in the country, few of them merchants. Many keep their stock in garages or in backyards. The mail order houses do about 30 percent of the business, and estimate that 90 percent of their customers are handling their own installations.

Water systems are sold by distributors who get about 40 and 5 percent discount. They pass on 25 percent to their retailers. In isolated areas retailers are frequently sub-distributors and earn longer margins.

Three General Types of Pump

There are three types of pumps on the market, called the deep well, the shallow well, and the submersible.

In the deep well field the reciprocating type is the grandaddy, but is declining in popularity because of its noise. There is also a deep well jet, which is unique in not having to be directly over the well it pumps. Jets are made for both deep and shallow wells, but are to be avoided if there is sand in the water.

The reciprocating pump sinks to the bottom of the well, and is efficient because it forces every drop of water into the pipe. Although a live electric wire goes into the water to the shielded motor, trouble with shorting has sunk from 10 to 1.5 percent. To repair this type of pump requires hoisting it out of the well.

Fit the Pump to the Well

Two things must be done before selecting a pump. Figure out how much water is needed, and drill a well that will yield this amount. Time was when men pounded

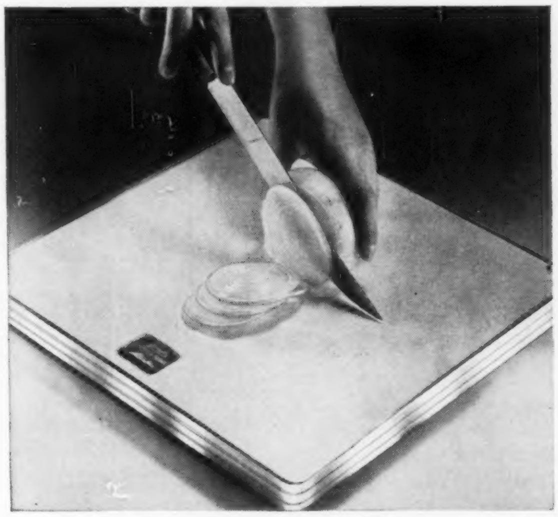
(*Continued on page 198*)

DOMESTIC WATER SYSTEM SALES	
1957* — 750,000	1947 — 730,000
1956 — 764,105	1946 — 625,729
1955 — 796,332	1945 — 390,130
1954 — 726,456	1944 — 314,385
1953 — 702,051	1943 — 154,560
1952 — 682,019	1942 — 239,072
1951 — 617,060	1941 — 347,055
1950 — 722,522	1940 — 258,494
1949 — 600,000	1939 — 220,000
1948 — 649,143	1938 — 175,000

*ESTIMATED

Enamel

of these powerful sales points



BURN-PROOF

Prospects are startled when a book of matches is lighted on a Porcelain Enameled surface. A damp cloth wipes smoke marks away in a jiffy, the surface is unharmed!

SCRATCH-PROOF

Even a sharp knife or the knurled edge of a coin won't scratch Porcelain Enamel. You can prove this to the customer without harming the surface.

WIPES CLEAN

The most durable "kiss-proof" lipstick will not stain Porcelain Enamel permanently. Remove it easily with a damp cloth.

FRIT DIVISION

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W. Washington 6, D.C.

Penny Edwards says, "*Mail this coupon today for free copies of helpful sales literature.*"

PENNY EDWARDS, Home Service Director
Porcelain Enamel Institute, Associations Building, Washington 6, D. C.
Please send me the following "sales boosters"

- ☐ "Porcelain Enamel for Better Living" booklet
- ☐ Illustrated Wall Chart
- ☐ "Selling Facts" booklet
- ☐ "Prove for Yourself . . ." booklet

Quantity prices of these items available on request

Name____________________

Company____________________

Address____________________

Water Conditioners

Volume climbs to a record high of 507,500 units, $128 million in 1957. Rental business shows largest gain, rising 25 percent. Advertising and publicity start to pay off in volume

MOST people are ignorant about water conditioners. That's why advertising the product paid off in 1957.

According to the Water Conditioning Foundation, sales of water conditioners reached a record 507,500 units in 1957, an increase of 6.8 percent over the 1956, all-time high of 475,000 units. Despite a slightly lower average price—$253 in 1957 versus $258 in 1956—total retail value was up 5.2 percent to $128,397,000, compared with 1956 volume of $122,075,000.

The rental business made the biggest gains in 1957, rising 25 percent among maintenance and rental operators.

How Rental Operators Gained

What gave the rental boys this jump was the introduction of the automatic machine.

A softener weighs around 160 lbs. and is about as big as one man can handle. With automaticity, this machine can carry from 6,000 to 12,000 grains. The water capacity of the unit is not so important any more since automatics merely come on more frequently in regenerating, thanks to an electric timing clock and a new application of hydraulics. Thus, the man who services it can call at greater intervals and in so doing, cover a larger territory.

Average size rental conditioner today is a 50 grain affair. One of the things this automatic accomplishes is to handle far more iron in water than heretofore, because of frequency of regeneration.

It is believed there are 600 rental dealers and 1,600 maintenance and rental operators in the water conditioner business, a total of 2,200. Of the 20,000 to 25,000 retailers of water conditioning equipment, about 4,500 are exclusive, handle nothing else.

Glass Fiber Tank Experiment

There is always an effort going on to increase the life of water conditioners, and during the year glass fiber tanks were introduced for this purpose. It is reported, experience so far has not been good, one firm having had 25 percent returns. Baked glass linings stood up, and there were plastic linings tried.

There are believed to be 151 manufacturers of water conditioners, but not more than 20 do over $500,000 gross volume, and only 10 to 15 have more than regional distribution. Only five or six make their own tanks.

The water conditioner finds its major market in areas where the water shows a hardness of from 10 to 30 grains, but even those sections in which the grain content is from 3.5 to 10 grains can be considered slightly hard. Thus informed estimates indicate that perhaps 20-million homes in this country are located in sections which can be considered fertile sales territory. With a saturation of not more than 5 percent the sales area for retailers is a wide one.

Here's a look at the output of conditioners for the past several years, as reported by the Water Conditioning Foundation, 39 South LaSalle St., Chicago:

Year	Quantity	Year	Quantity
1947	187,478	1952	215,000
1948	191,600	1953	265,000
1949	197,000	1954	312,000
1950	205,000	1955	403,000
1951	207,000	1956	475,000
		1957	507,500*

* Estimate

Sales or Rentals

A retailer can sell water conditioners outright or rent them on a service fee basis. In the service field, there are two types of operation, one where a man comes around every so often and regenerates the conditioner with a salt bath, the other a deal where the renter puts the salt in himself. (Russell D. Lund is secretary of the National Association of Soft Water Service Operators, 300 West Wesley Blvd., Wheaton, Ill.)

Water conditioners are sold like appliances. Association of those who sell is the Water Conditioning Foundation, 39 S. LaSalle St., Chicago, John Hosford, secretary.

The word "conditioner" is used instead of "softener" because there can be other things wrong with water besides hardness. It may have a rotten egg smell, due to sulphur, it may stain clothing, thanks to iron or manganese salts, it may taste like epsom salts, or be musty. Each trouble calls for a different type of treatment.

How a Water Softener Works

Hard water is made soft by the interchange of calcium and sodium salts. Originally a natural substance called "green sands" accomplished this. Then came man-made zeolite, which is today being replaced by synthetic resin, an outgrowth of the artificial rubber industry. High capacity resins have up to 30,000 grains per cu. ft. capacity, compared to 15,000 for zeolite. Makers of syn-

(Continued on page 202)

5 Year Sales Summary... WATER CONDITIONERS

	1957	1956	1955	1954	1953
Units Sold	507,500	475,000	403,000	312,000	265,000
Average Price	$253	$258	$232	$250	$250
Retail value	$128,397,500	$122,075,000	$93,496,000	$78,000,000	$66,250,000

Sell any brand of floor polisher...

BUT READ THIS FIRST!

At Johnson's Wax, we are interested primarily in protecting and beautifying floors —and carpets, too. In our laboratories, we test all leading floor-care machines and we find that all do a satisfactory job of *polishing* floors. Polishing, however, is only one of the four big floor-care jobs. For complete floor care, we honestly believe that your customers will be served better if you sell them the new, single-brush Johnson's Wax Convertible polisher-scrubber because it:

1. Cleans and waxes floors better . . .

The single-brush Convertible provides the only practical and effective method of cleaning *dirty* floors and applying wax uniformly—*at the same time!* With Johnson's exclusive disposable pads the wax goes down on the floor and the dirt comes up on the pad—in one single automatic operation. A brush alone only mixes the dirt with the wax, and when used to apply wax without a pad, a brush becomes messy and requires a thorough cleaning.

2. Polishes and buffs better . . .

The Convertible's large single brush polishes uniformly in one direction only, causing all the wax particles to lie in one direction, thus producing a brighter shine in side-by-side tests. Although it weighs only 10½ pounds, the Convertible concentrates more work weight on each square inch of brushing area, giving a hard, thin film of wax.

3. Scrubs floors better . . .

Because it has the exclusive single-brush design, the Convertible does not splash water or suds on baseboards, furniture or appliances. The bristles of the scrubbing brush are angled in for effective control of splattering—gets right up to baseboards and within 1½ inches of corners.

4. Dry-cleans rugs better . . .

Because the polished stainless-steel disk in the center of the special rug-cleaning brush lets the machine glide over the rug while the nylon bristles are free to work rug-cleaning compound down into the pile. The single brush does not scatter the compound and requires no complicated adjustments—attaches as easily as other brushes.

Not only will you satisfy customers, but you will find it profitable to sell the Johnson's Wax Convertible. It has an attractive advertised price of $49.95, with good dealer profit.

Extra Profits from Optional Equipment

A Waxing and Scrubbing Kit containing a scrubbing brush, 10 applying and buffing pads, a pint of Johnson's Beautiflor cleaning wax, and a pint of Johnson's Kleen Floor—everything that is needed to clean floors, apply wax and scrub floors—suggested list price $4.95.

A Rug-Cleaning Kit contains the special rug-cleaning brush and four cans of Johnson's Rug Cleaner. Its suggested list price is $13.95. Since the Convertible was introduced last July, about 50% of all the machine's sales have included one or both of these kits!

You can also profitably sell additional rug cleaner and extra packages of disposable pads. These items will bring customers back to your store time and time again, and will give you an excellent opportunity to sell other merchandise.

Single Brush for Best Results

Johnson's has been the acknowledged leader in the floor-care business for over 75 years. Since 1925, we have been designing and selling electric floor polishers both for home and commercial use.

We are able to make any type of floor-care machine for the home. Our reputation, however, as floor-care experts, and our position in the industry as the leading manufacturer of floor-care products demand that we offer consumers a floor-care machine that will give them the very *best results*. That is why we recommend the efficient *single-brush* Johnson's Wax Convertible to you for *your* customers.

NEW JOHNSON'S WAX

Convertible

S. C. JOHNSON & SON, INC., RACINE, WISCONSIN

CONGRATULATIONS ZENITH® DEALERS FOR THE BIGGEST YEAR IN

Dear Zenith Dealers:

Thank you for helping us set another Zenith unit sales-to-dealer record. Zenith product sales in 1957 are at an all-time peak ...the highest in Zenith's 39 year history.

Retailers all over America have found that selling Zenith quality products results in increased profits. And dealers have found, too, that Zenith's sound merchandising and inventory policies established healthy sales conditions which continue to build volume without degrading the market for future business . . . as do the stressing of price appeal and the liquidations of excessive over-production at degrading prices.

Very truly yours,

L. C. Truesdell

L. C. Truesdell

Vice-President, Director of Sales

L. C. Truesdell
Vice-President,
Director of Sales

QUALITY BY Zenith

The Royalty of Radio, Television and High Fidelity

Backed by 39 years of leadership in radionics exclusively. Also makers of fine Hearing Aids.

ZENITH HISTORY

ZENITH® TV SALES GREATEST IN OUR HISTORY... EVEN THOUGH INDUSTRY SALES DECREASED!

Zenith unit sales to Dealers of TV in 1957 far exceeded 1956, and topped even 1955 sales, which represented the greatest TV sales in the past for both the industry and Zenith. Although industry console sales decreased, Zenith console sales were far ahead of 1956. Demand for Space Command TV, which accounted for more than ⅓ of Zenith console sales developed *extra* console sales at a profit for Zenith dealers. Zenith share of industry sales in all TV classes . . . portable 21" table, and consoles were greatest in our history in 1957!

ZENITH® RADIO SALES ONE OF THE LARGEST YEARS IN 39 YEAR ZENITH HISTORY!

Not only was 1957 one of the largest years in our 39 year history, but Zenith's Royal 500 all-transistor pocket radio continued to break all sales records for a single model . . . and established itself as the largest selling model in Zenith radio history.

The new $250 ROYAL 1000 Transistor Trans-Oceanic has had such terrific demand that despite stepped-up production it will be a number of weeks before we are caught up with back orders.

ZENITH® HIGH FIDELITY SALES UP-UP-UP... CONTINUE TO SKYROCKET!

In 1957 Zenith established a dominant position in the High Fidelity industry capitalizing on many years of leadership in the radio-phonograph industry.

During 1957 Zenith's leadership in offering fine cabinetry in the Decorator Group of Television and High Fidelity has been outstandingly successful. The fine cabinetry and styling of Zenith television has enabled Zenith dealers to put TV back into the living room—another example of Zenith's outstanding leadership in developing a market for profitable sales.

The quality goes in before the Zenith name goes on.

IN 1958 ZENITH PLEDGES TO KEEP YOU AHEAD WITH QUALITY...WITH PRODUCTS AND EXCLUSIVES THAT STEER YOU AWAY FROM PROFITLESS "PRICE TAG" SELLING. YOUR ZENITH DISTRIBUTOR IS READY NOW TO SHOW YOU THE GREATEST NEW PRODUCT LINE AND THE FINEST NEW MERCHANDISING PROGRAMS EVER DEVELOPED

...SEE THEM TODAY!

ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS

Oil and Gas Space Heaters

Unit sales hold close to 1956 levels despite rise in oil prices and decline in house starts. Inclusion of automatic controls and extras raises average oil unit price to $102

SPACE heaters are used mostly in existing homes, so the 1957 downturn in new building starts had little effect on this market. The best guessers for the year 1957 estimated there were 1,114,666 heaters sold, compared to the 1,204,330 units of all types moved the preceding year.

Several types of fuel are employed and the market breakdown shows that 325,000 oil burning space heaters were sold, 410,000 gas burning space heaters, 103,000 LP heaters, and 276,666 wall type units.

The average price of vented oil space heaters, rose from $98 in 1956 to an average of $102 in 1957. A number of manufacturers who reported that they were selling their heaters completely equipped with blowers and thermostats and all other improvements, said that their average was $128. Some manufacturers sell these items at an extra cost.

It is believed that something less than 50 percent of space heaters were sold with blowers and 58 percent with thermostats.

75% Have Trade-ins

The average guess of people in the field indicates that fully 75 percent of customers buying a space heater have a trade-in, or an old one to be taken out of circulation. It is not believed that all these trade-ins are resold as many are junked. This fits alongside the estimate that the market is 85 to 90 percent saturated.

In the wall type heater there are few trades, as this type of heater is mostly used in new homes, is a new item and has had little chance to build up its trade-in market as yet.

Carryover into 1958 is Small

One of the foolers in estimating carryover is that frequently only the figures of the manufacturer are used. It must be remembered that the dealer can have carryover as well as the distributor. It is not easy to obtain distributor and retail figures, so one must multiply by three to get a true picture. Consequently, it is felt that 1958 will see 325,000 vented oil and gas space heaters carried over at all levels—manufacturer, distributor and retailer. This compares to 136,000 manufacturer units for the previous year which, with distributor and dealer added, would have run to 408,000.

It should be repeated here that the market for space heaters is not dependent on new houses. Wherever a home has no central heating, it is a prospect. The last figures, of course, are the 1950 U.S. census, which showed there were 20,295,000 lived-in-homes without central heat in that year. Towns over 10,000 population buy 18.4 percent of the space heaters; towns of 2,500 to 10,000 population buy 11.1 percent; towns under 2,500 (rural non-farm) 24.3 percent; suburban, 4.7 percent; and rural dwellers, 41.5 percent.

The 1950 U.S. census showed there were 1,492,770 more homes without central heat in 1950 than in 1940, which proves that not all new homes are built with furnaces. It is estimated that only two percent of oil space heaters go into new construction.

No new government figures have been available since 1950 with the exception of "Characteristics of New Housing," from a 1956 report of the U. S. Department of Labor. Samplings revealed that 30 out of 100 homes built had no basement, but heated from a utility room (which may or may not use a space heater); 13 out of 100 frankly said they were going to use a space heater. In metropolitan areas, 11 out of 100 use space heaters, while non-metropolitan areas show 22 out of every 100 homes use space heaters. Since 1950, said the report, 9 million homes have been built in the U.S., which are more than in any comparable period in American history.

What the Rural Market is Like

A distributor's man who sells small towns describes the space heater market today. The average retailer of the present moment is not carrying the inventory he once did. The bottomless pit of appliance pricing, of discounters reaching into his territory by mail, has him fearful. He does not have the investment in space heaters that he once did, and must be aided in his planning.

Consequently, it is necessary for a distributor to ride herd much closer on the dealer to see that he gets his deliveries ahead of the season, to see that advertising requirements are set up, to aid in retailing, and to handle repairs.

Who Buys Space Heaters?

Buyers of space heaters in rural areas today are largely renters who want to be able to take the heat with them. This is equally true in cities where renters occupy apartments which have not been modernized because of the government's rent fixing era.

Where natural gas comes into a town, it may swing as much as 80 percent of the population to gas heaters. Gas, in some areas is about 80 percent as expensive as oil, but this is not true in all cases. Generally speaking, a space heater is bought because it is a convenience. Customers have seen oil swing from 6¢ to 16¢ a gallon, and are awake to the economics of the situation.

The pleasure of flapping one's bare feet down on a warm floor was a great inducement to these early purchasers. With coal or wood you have to get out of bead and build

(Continued on page 204)

5 Years Sales Summary... OIL SPACE HEATERS

	1957	1956	1955	1954	1953
Units sold	325,000	376,900	378,900	452,000	647,800
Av. Retail Price	$102	$98	$98	$96	$94
Retail Value	$33,150,000	$36,933.000	$37,134,000	$43,394,000	$60,892,000

THANKS ZENITH® DEALERS FOR YOUR RECORD-BREAKING PERFORMANCE IN 1957...

NOW GET SET TO...

GO GREAT IN '58 WITH ZENITH®

L. C. Truesdell
Vice-President,
Director of Sales

Zenith Radio Corporation
6001 DICKENS AVENUE
CHICAGO

Dear Zenith Dealers:

With your help, Zenith unit sales-to-dealers for 1957 were the highest in Zenith's 39 year history. Thank you for helping us set another sales record.

For months we have worked toward developing a great new product and merchandising program tuned directly to the market conditions and selling season.

Above all this program is designed in every aspect to bring to Zenith retailers all over America the best profit opportunity in the industry.

We have developed many special plans to help you accomplish this objective during the "after peak-selling season" just ahead.

We urge you to visit with your Zenith distributor and get full details of what Zenith is doing to help you improve your profit picture.

Thanks for your wonderful support in 1957 and we are looking forward to an even greater, record breaking, 1958.

Very truly yours,

L. C. Truesdell

L. C. Truesdell
Vice-President, Director of Sales

EXCITING NEW PRODUCTS

NEW PROFIT-ASSURANCE MERCHANDISING

TURN THE PAGE FOR ZENITH NEWS THAT WILL HELP YOU GO GREAT IN '58...

1958 Zenith Products

MERCHANDISING PROGRAMS

9 SENSATIONAL

PROFIT-ASSURANCE MERCHANDISING AND PROMOTION PROGRAMS KEYED TO "AFTER PEAK SELLING" SEASON

1. **NEW "PROFIT-ASSURANCE" CONSOLE TV PROGRAM** . . . a new merchandising program designed for volume and profit selling!

2. **NEW PORTABLE TV "DISPLAYER SPECIAL"** . . . a natural merchandiser and in-store display!

3. **NEW "MULTI-UNIT RADIO DISPLAY MERCHANDISER"** . . . will give your radio sales a boost . . . at a profit!

4. **NEW AND SENSATIONAL— "OLD PHONO ROUND-UP" FOR EXTRA HI-FI SALES!** Puts you in the hi-fi boom! A phono trade-in program that puts a Zenith High Fidelity Instrument in customers' homes . . . puts profit in your pocket!

5. **NEW—A DEALER SENSATION! ZENITH "SPACE COMMAND HELMET" PROMOTION.** A tested traffic-builder, a proven sales-maker! Develops more Space Command demonstrations . . . and sales!

6. **NEW—"SILENT SERVANT" SPACE COMMAND IN-STORE OR WINDOW DISPLAY!** Sells the "big idea" of Space Command Remote Tuning . . . the comfort, the convenience, the relaxation!

7. **NEW—"TV VALUE CHALLENGE" PERFORMANCE SELLING PROGRAM!** A bold new comparison selling plan . . . as only Zenith can sell TV on the "value challenge" basis!

8. **NEW—"JUMBO PACKAGE OF HI-FI RECORDS"—SPECIAL HI-FI MERCHANDISER!** A big premium offer . . . a sure-fire sales-maker!

9. **NEW—"EXTRA—MATCHING RECORD CARRYING CASE"** . . . A highly attractive tie-in sales-maker, profit-producer. Boost hi-fi table phono sales.

ZENITH®

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
The Royalty of Radio, Television and High Fidelity.
The quality goes in before the Zenith name goes on.
Backed by 39 years of leadership in radionics exclusively.
Also makers of fine Hearing Aids.

WATER SYSTEMS

MARKET STUDY STARTS ON PAGE 191

2-inch pipe into the ground. Today, a 5-inch well is standard, and 6, 8 and even 10-inch ones are put down. Piping costs from $3 to $5 a foot, and 200 ft depths are common. These are the types of pumps installed:

Sales of Pumps by Types

	Deep Well	Shallow Well	Submersible
1957.....	*120,484	*175,212	*34,592
1956.....	343,528	363,901	62,875
1955.....	357,087	387,662	51,583
1954.....	310,881	366,982	48,593
1953.....	299,945	367,321	34,785
1952.....	296,541	385,476	......
1951.....	265,285	351,775	......
1950.....	294,724	427,923	......
1949..	202,506	320,458	......

* six months report
Source: U S. Dept. of Commerce, based on reports from 90 manufacturers.

Well drillers say that they can get water anywhere, but the flow varies. The average home utilizes around 40,000 gallons a year. Before he collects, the well driller will test for rate of flow.

Almost all pump troubles come as a result of bad installation. Service, when needed, must be fast, as owners do not like to be without water.

Sales seem to reach their peak in the month of August. The adjoining table points up the seasonal sales pattern of domestic water systems.

Monthly Sales of Water Systems

	1957	1956	1955	1954
January.....	53,921	58,837	49,379	44,740
February....	50,372	55,493	47,528	49,244
March.......	58,514	58,222	65,667	61,067
April.......	60,233	66,162	65,724	67,242
May........	72,433	75,872	73,315	55,206
June........	68,561	76,430	80,538	71,198
July........	73,642	74,327	79,297	74,337
August......		81,195	86,109	73,853
September..		69,231	81,857	77,250
October....		69,273	61,253	62,366
November...		47,803	49,467	44,538
December...		37,459	40,771	35,415

Source: U. S. Dept. of Commerce, based on reports rom 90 manufacturers.

The National Association of Domestic and Farm Pump Mfrs. is just beginning to bring water systems out of anonymity. They promote water week and are beginning to doll up pumps to appliance standards. Their best argument is the fact that $1 spent for a water system will create $2 worth of appliance; plumbing business.

Although there are no concrete statistics available showing the present extent of the water system replacement market, Fred B. Hout, in a speech before the National Assn. Domestic and Farm Pump Mfrs. indicated replacement sales would play a very important role in the years that lie ahead. The replacement market during the years 1958–1962 is estimated as follows: 1958, 272,500; 1959, 308,000; 1960, 378,000; 1961, 436,700; 1962, 491,000.

Additional Markets

New home construction during the next ten years should provide a fairly lucrative market for water systems. During the first 8 months of 1957, 32 percent of the homes built were classified as non-metropolitan. If we apply this 32 percent factor to an arbitrary figure of 1,200,000 future homes per year, 384,000 homes in the non-metropolitan category will be built. A conservative estimate would place half of these homes in the non-metropolitan areas beyond city water mains. This figures out to an annual sale of 192,000 units.

A Look Ahead

During the next five years sales are expected to jump to 939,500 in 1958, 975,000 in 1959, 1,045,000 in 1960, 1,103,000 in 1961 and 1,158,000 in 1962. *End*

WATER CONDITIONERS

MARKET STUDY STARTS ON PAGE 194

thetic resins are Dow, Rohm & Haas Pfaudler, Permutit Inc. General Electric has a water conditioning patent, but does not manufacture.

Soap makers have produced a detergent that works in hard water. It costs around 23¢ a lb. to produce, compared to 5¢ a lb. for soap.

Anyone wanting a water conditioner must decide whether he desires an automatic (one that puts in its own salt for regeneration), a semi-automatic, or a hand operated unit.

Then he must gauge the amount of water his family consumes and choose the size conditioner that will fit. Too small a unit calls for two frequent regeneration, which is unsatisfactory if non-automatic).

It is estimated that an average American family will use 40,000 gallons of water a year, of which 10,000 is used with soap. If this 10,000 is of seven grains hardness, it will take 80 lbs. of soap to neutralize the lime.

Just how electrical dealers are missing out on the possibilities of water conditioner sales was revealed by a survey made by ELECTRICAL MERCHANDISING last year. It found that nearly half of our dealers (46.1 percent) are located in hard water areas but only 10.3 sold conditioners.

The farm market, which has been slowest in adopting automatic washers because of water troubles, is looking up, according to a survey by *Farm Journal*.

This magazine found that 90 percent of its readers had running water in their homes, and of this group 81 enjoyed hot water. Over 70 percent had water pressure of from 30 to 50 lbs. Some 57 percent had well water. Thirty percent have automatic washers, and 16 percent own dryers. Water hardness was reported by 57.3 percent, and only 25 percent owned water softeners. *End*

Sylvania Promotion of the Month for January

Two Special Offers

with the sale of

SYLVANIA High Fidelity

Yours to offer FREE!
with new SYLVANIA portable High Fidelity

Twenty 45 RPM Mercury popular recordings— A "starter kit" of the latest hit tunes from a long list of famous Mercury recording artists.

Valued at $17.80*!

Portable High Fidelity Phonograph Model 4406

And . . . yours to offer for only $4.95
with the purchase of SYLVANIA custom high fidelity consoles

Console Model 4702

Ten long-playing 33 1/3 RPM custom High Fidelity recordings—famous Mercury "living presence"—a well-balanced selection of vocalists, dance orchestras, piano music, and mood music

A sensational $39.95* value
to begin your customers' record library.

*Manufacturer's suggested retail price

DON'T MISS OUT!—These sensational offers for a limited time only
Contact your SYLVANIA DISTRIBUTOR for complete information

SEE AND HEAR HIGH FIDELITY BY SYLVANIA—the most complete—most competitive—fastest selling line in the industry. At Space 1155, Merchandise Mart, Chicago, January 6-17

Now's the time to be a SYLVANIA HIGH FIDELITY DEALER

STUDY STARTS ON PAGE 198

your fire before the house gets warm. So, between 1940 and 1950, 3,451,000 homes dropped wood, and 2,755,757 dropped coal.

Old homes, which form the biggest market for space heaters, are still with us, and with so many more of them they offer a big field. The 1950 U.S. Census which reported there were 44,229,845 occupied houses, showed them to be of these ages:

1940 and later	9,174,635 (20.7%)
1930 to 1939	5,897,625 (13.3%)
1920 to 1929	8,893,715 (20.1%)
1919 or earlier	20,263,870 (45.8%)

New to the space heater family is the wall type, which is built into the wall and therefore takes up less floor space. Fully 80 percent of these models go into new construction and are financed by FHA loans.

They take the place of the floor furnace which seems to be going out of style.

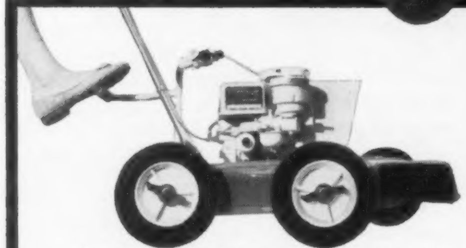
How Dealers Operate

Less than 15 percent of the dealers who sell space heaters buy them on the floor planning basis.

The typical dealer's stock in gas units consists of a 35, 50, 60 and 75 Btu size. In oil the dealer carries a 50 Btu model (his biggest seller), a 60 and 75 Btu size. Some good color styling has been done, and the space heater people were in the re-design era long before other electrical appliances were. Flush to wall models were new some years ago, and have risen in popularity. End

"GARDEN TOOLS WILL BE FOUND ON THE FOURTH FLOOR, SIR."

Look at the line with the SELLING EDGE!



Stand-Up Starting—the *only* demonstrable, self-selling feature in the mower market!

Talk about styling—Mow-Master leads them all for '58!

Complete line—price leaders up to high-end models. Good prices, good margins! Includes both rotaries and reel-type.

Go *MOW-MASTER*

...you'll love every dollar of it!

Check the selling edge in the Mow-Master line and see if it isn't just what you've been looking for! Start with Stand-Up Starting—the only demonstrable sales feature in the industry! Customers can't resist trying it—and then they're sold! Look at Mow-Master's fabulous Fairlawn 400. Rugged, handsome and profitable—the riding mower with multi-purpose features for *year 'round selling!* Mow-Master's the line with the dealers' choice: Price leaders, reel-type mowers, electrics, superbly styled deluxe models and a big new 19" self-propelled model at a shopper stopper competitive price and full profit! Full-color literature, distinctive displays . . . everything you need to tie-in with Mow-Master's national advertising. You get it all in the line with the *selling edge!* Get the Mow-Master deal now!

PROPULSION ENGINE CORPORATION

fmc 303 Marion Avenue • South Milwaukee, Wisconsin

a subsidiary of Food Machinery & Chemical Corporation

Small Motors

Over-the-counter sales suffer least as volume drops from 56-million to 49-million units and average price declines to $26.48. Farm market expands motor use

OVER-the-counter sales of fractional horsepower motors in 1957 stood up very well, and yielded sales of 2,979,500 at an average price of $26.48.

Compare this with the 3,250,000 units sold over the counter in 1956, at an average retail price of $26.75 and you will see that the drop in motor sales was elsewhere.

Slackening appliance production and home building caused the fractional horsepower business to wane from a total of 56,000,000 in 1956 to 49,080,000 in 1957.

Last year ELECTRICAL MERCHANDISING shook down its previous estimates of fractional horsepower motors, and a re-survey showed that the new figures were acceptable, even if the total of fractional horsepower motors produced ran far over previous estimates.

Horsepower Ratings Rise

Most of the manufacturers, distributors and retailers commented on how the horsepower of motors was rising. One closest to the retail field believed that 40 percent of the fractional horsepower motors sold were ⅓ hp, 20 percent were ½ hp, 20 percent ¼ hp, and the balance were ¾ hp.

A manufacturer pointed out that this was due to the gradual shift in horsepower ratings. In the early days only two or three models were made, and the lower groups were purposely misbranded to satisfy the public desire for a certain horsepower and to compensate for manufacturing advantages. As the number of motors grew, it was possible to manufacture for each type of demand. Today, with the volume of motors produced there is no longer any need to spread out labeling and there are more accurate designs. Today's motors stand higher temperatures than they could in the past and more motors burn out because of high temperatures than because of higher torques.

There has been, however, some shift to two-pole motors from four-pole motors. The two-pole motor runs around 3450 rpm; a four-pole motor will run around 1725 revolutions per minute.

Today's motors are graded more accurately and more realistically than they were in the past.

The number of capacitor motors has again soared in 1957. This is due to the fact that persons not understanding how much of a job is to be expected of a motor, will buy a capacitor type, which is very efficient on the start.

Big Replacement Market

One manufacturer who has studied the market for motors estimates that there are 375 million fractional horsepower motors (out of 525 million made) which are still in use today. Another thought that about 12 million motors went for replacements, 34 million into o.e.m. jobs and around 4 million were sold over the counter. His guess was that 68 percent of fractional horsepower motors produced went into fabrication in 1957. This firm believed that around 20 percent of motors went out as replacements.

It is believed that there are an average of eight motors in each home. On new construction this runs to around 20 motors. The same source believes that 90 percent of all fractional horsepower motors wind up in the home, and that only 10 percent are used in industrial applications. It is believed that by 1966 the industry will be producing 100 million fractional horsepower motors per year, of which 79 percent will be going into the home.

It should be remembered that the first patent for a motor was taken out in 1837, and since that time there have been 11,000 types made, with around 165 manufacturers turning them out. Fractional horsepower motors sold at retail are a small part of the total market, and only a few manufacturers pay a lot of attention to them.

Probably 120,000 dealers sell motors at retail with about 80,000 carrying stock. Also on the list are 500 catalog houses selling motors. Added to this are approximately 400 co-op sources of retail sales.

There is an opportunity for dealers to get in the motor repair business. Too many of the repair outfits are in big towns and motors have to be shipped to them to be fixed up. With an investment of about $1,500, plus a trained man, a dealer can get into the business and have other dealers feeding him trade. This is peculiarly true in small town areas. It must be taken into consideration however, that this is a very specialized business. Also, repair costs to the consumer are often in excess of the price of a new motor.

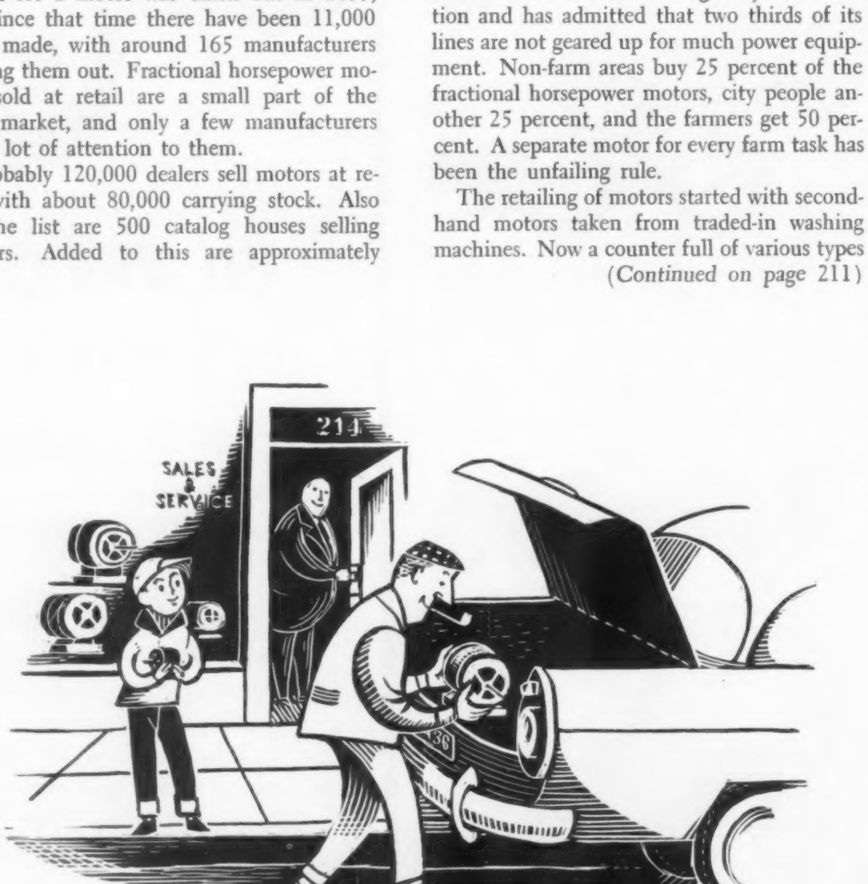
In addition to appliance stores and chain stores, wholesale firms like W. W. Grainger, which has 54 wholesale branches, also sell motors.

Farm Market Helped Sales

The sweep in sales of fractional horsepower motors has been largely due to rural electrification. Even REA was caught by the situation and has admitted that two thirds of its lines are not geared up for much power equipment. Non-farm areas buy 25 percent of the fractional horsepower motors, city people another 25 percent, and the farmers get 50 percent. A separate motor for every farm task has been the unfailing rule.

The retailing of motors started with second-hand motors taken from traded-in washing machines. Now a counter full of various types

(Continued on page 211)



It don't mean a thing if
it ain't got that Swing*
'58 NORGE Swing 'n Serve
REFRIGERATORS
GIVE YOU THE MOST EXCITING NEW
SALES FEATURES IN A DECADE!
NEW!
• Fabulous new swing-out shelves and crisper!
• A new automatic way to dispense ice cubes!
• A whole galaxy of new work-saving features!
• Bold new "built-in" styling!
SWING PAGE! See how Norge refrigerator features provide "obsolescence factor" you've been waiting for
*Used by permission of the copyright proprietor, Gotham Music Service, Inc.

SHELVES SWING OUT for serving-tray selection!

SHELVES EVEN LIFT OUT
with entire contents intact.

CAN BE CARRIED ANYWHERE
...to table, work counter, sink. Saves shuttling back and forth.

Completely Obsoletes Revolving Shelves...Pull-Out Shelves!

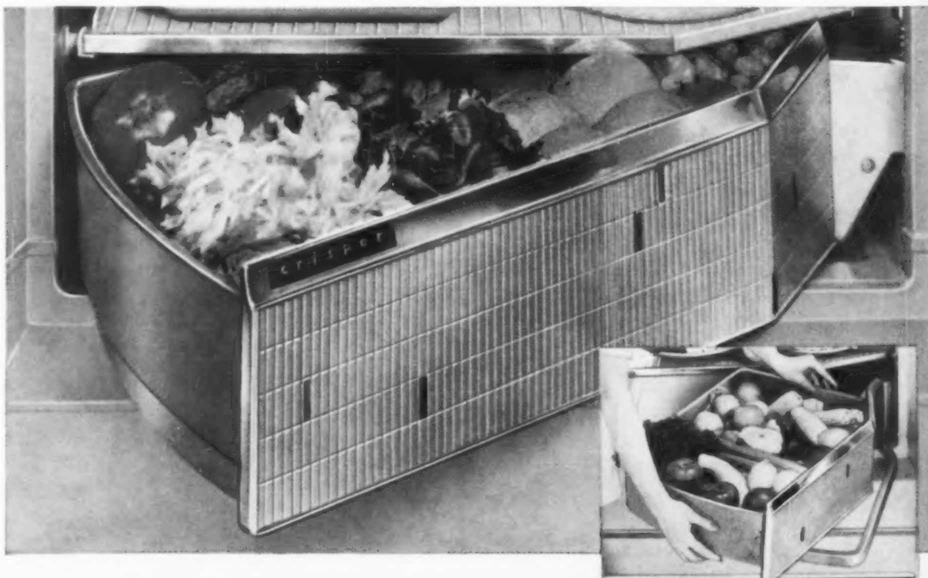
Watch the eyes pop when you swing shelves completely out of the refrigerator at the flip of a finger...bring all the food out into full view and easy reach! No obstructions or overhangs because shelves are mounted at the side. What a difference from ordinary refrigerators with their stooping, searching, spilling! And then you really "pull the rug" by showing how shelves even lift out, for step-saving tray service.

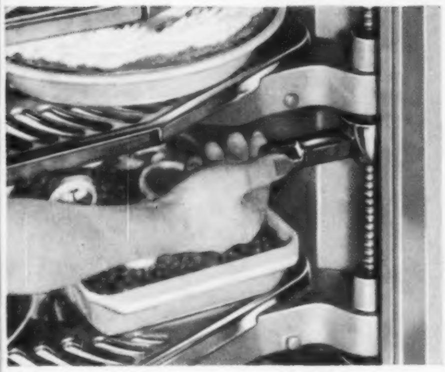
No waste of space either! New Swing 'n Serve shelves provide more storage area than revolving shelves. They're made of rigid, non-rusting aluminum. And shelf-spacer lever raises each shelf, fully loaded, for extra storage.

Crisper Swings Out!

Watch them mentally compare this fully accessible selection of fruits and vegetables with their own "hold and hunt" method. Wonderful for storing food after "big load" shopping. Holds full 29 lbs. Extra deep for big cantaloupes, grapefruit.

Lifts Out, Too! Show customers how it can be carried right to the sink or work counter for faster, easier preparation of food. Simplifies cleaning, too.



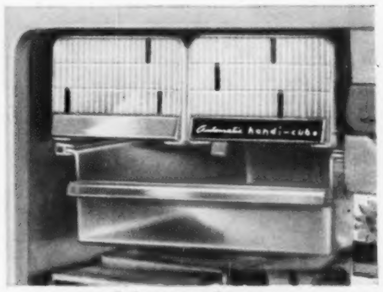


Shelves Adjust Without Removing or Unloading! Just swing the Shelf-Spacer Lever to move them up or down. No unloading! No wasted space! No shifting of food!

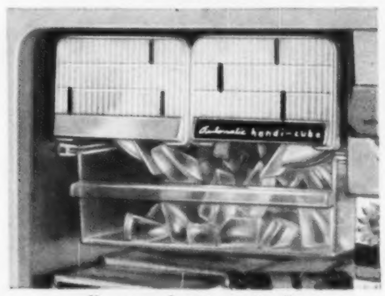
Everything Swings Out for Faster, Easier Cleaning! No mass unloading of food! Just swing out shelves and crisper and wipe interior clean with a damp cloth.

Ice Dispenses Automatically!

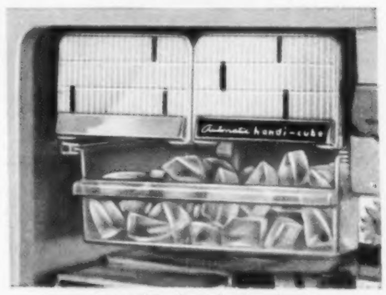
Puts constant supply of dry, separated cubes right at your fingertips!



Cubes are frozen...



...dispensed automatically



...stored in handy basket.

MOST DRAMATIC DEMONSTRATION EVER! Their old refrigerator will look *older* than ever when they see this feature! It's Norge's fabulous new Automatic Handi-Cube. Show them how trays swing down automatically to drop cubes into handy serving basket! Demonstrate how easily the basket slides out for serving one cube or dozens. Big "party size" capacity, too! A real sales clincher for anyone who ever fumbled with ice trays!

NORGE Swing'n Serve Refrigerators

SMALL MOTORS

MARKET STUDY STARTS ON PAGE 206

of motors is common in stores with large farm trade.

Last year General Electric produced a book telling what type of motor should be used on each type of home job, and thousands were distributed. However, the average retailer of motors does not know the difference between the various types and often the wrong motor is sold for the wrong job.

The capacitor (or condenser) type motor is used for heavy-duty as with water pumps, stokers and compressors, has a medium starting torque, 300 percent of full load torque and a high pull-up or accelerating torque. It may be used on 120 volt circuit if $\frac{1}{3}$ hp or less.

The split phase motor, which accounts for 40 percent of demand, is used for either starting load or maximum load if applied at full load speed, such as on washers, ventilating fans and light power tools. Not well known is the fact that power companies do not allow on their domestic lines motors that draw 20 amps or more in starting. True, they close their eyes to washer motors because they are usually run in a period of low demand and at short intervals. A split phase motor may cause dimming of lights on under-wired or overloaded circuits. Its characteristics are:

1. High torque type demands large starting current.
2. Has a low starting torque, 200 percent of full load torque.
3. Has a low pull-up or accelerating torque—200 percent of full load torque.
4. Efficiency—65 percent for 1 hp at rated power.
5. Lowest priced of three basic types of motors but limited in size to $\frac{1}{2}$ hp or less in actual usage.

The repulsion-induction motor has dropped to about five percent of retail demand, one manufacturer said, and is used on machines that are hard to start and require medium acceleration. It is suitable for machines taking up to 10 hp. Its characteristics are:

1. Demands low starting current.
2. Has the highest starting torque.
3. Has medium pull-up or accelerating torque—225 percent of full load torque.
4. High break-down torque—265 percent of full load torque.
5. Efficiency—50 to 75 per cent of rated power.
6. Can be used on 120 volt circuit if $\frac{1}{3}$ hp or less.
7. Requires small wire sizes when located far from meter because of low starting current demand.

The shaded pole motors, which cost the least of all to build, are sold over the counter largely for fans and the like. They run to about eight percent of total over-the-counter sales.

Universal high-speed motors are employed on jobs that call for a light load. Sewing machines, drills, food mixers, vacuum cleaners, shavers, motion picture projectors employ them. The commutator types employ brushes that have to be replaced every thousand hours. The characteristics are:

1. Run on ac or dc.
2. Are generally high speed, 10, 000 to 15,000 rpm.
3. Have a high starting torque.
4. Have a low pull-up or accelerating torque.
5. Speed varies with load.
6. Limited to 1 hp sizes for continuous service.
7. Can be operated on 120 volt circuit if $\frac{1}{3}$ hp or less.
8. Variable speed regulated by load or resistance at circuits.

Not included in this article are fly-power motors which are used largely in clocks. While they are actually fractional horsepower motors, they come in a special category. There are about 20 manufacturers of this type and it is thought that 22 million units were produced in 1957.

While 1957 did not see sales of fractional horsepower motors go ahead, nevertheless it saw the overcoming through reengineering of a situation, which threatened to bog down air conditioner production. Utilities were raising their voices higher and higher against the high power factor of room coolers.

Acting in cooperation with the Tecumseh Company, manufacturer of the Tecumseh compressor, General Electric worked out a means of overcoming this situation, and the way it was done remains a mystery to many retailers in the room cooling business today.

By means of a bypass valve on the Tecumseh compressor, a $\frac{3}{4}$ hp is able to start at a lower voltage. A $\frac{3}{4}$ hp motor takes 10 amps to operate, and the utilities did not want more than a $7\frac{1}{2}$ amp load on the 120 volt circuit. The motor manufacturer cut down the $\frac{3}{4}$ hp motor until it would operate on $7\frac{1}{2}$ amps (remember the horsepower rating of all motors is fictitious). You do not get as low a Btu (British thermal unit) with this type of air conditioner as you would with a $\frac{3}{4}$ hp motor operating on a 220-volt circuit, but it satisfies the utilities' demands, and permits avoiding a re-wiring job. Some critics of the $7\frac{1}{2}$ amp room cooler say that the motors in this type of air conditioner are overloaded and the machines force additional air in to dissipate the added heat, which makes the low amperage job much noisier, but satisfactory.

Motors and Mowers

Another triumph of the fractional horsepower people was to create a starter for the power mower by plugging in a motor to turn over the engine at the beginning of the lawn mower job.

Also, in the mower field, as the year ended, an electric drill manufacturer brought out a chuck which could be used to start various power mowers (thanks to five adapters needed to fit various engines), which offered easy starting to those who did not have recoil starters on their mowers. This invention has been publicized but not tested out by manufacturers or the trade as this is written. End

"MUBARY, ROOM 404, NO SOUND, NO PICTURE . . . PURTELL, 317, AC HUM . . . FERELLI, ROOM 414, FLOPOVER . . . . . ."

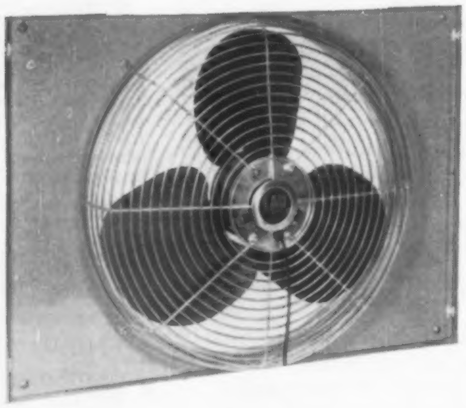
LAU Sets You Up for a

See Us At The
HOUSEWARES SHOW
BOOTHS 521-2-3
Navy Pier • Chicago • Jan. 16-23

It's going to take OUTSTANDING Fans and topnotch VALUES to put over a BIG '58 Fan Season . . . and LAU has them for you! PRICES? Yes! QUALITY? Positively! VALUES? Unquestionably! Lau brings you EVERYTHING you'll need to SELL MORE FANS than ever before!

2 AMAZING NEW 20" FANS

Top Quality! Fully Guaranteed! Electric Reverse! Priced to Meet Any Competition!

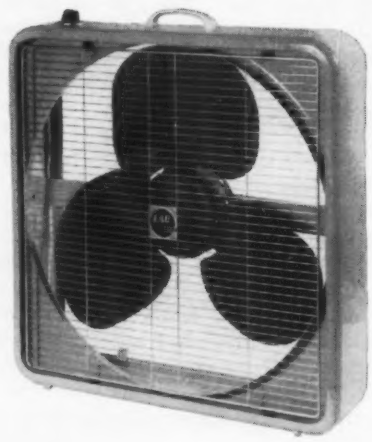


New! Model 20-RW

Electrically Reversible Spectacular Value!

29⁹⁵ list

. . . basket-type grille, two-speed controls, electrically reversible, rubber mounted blade hub, adjustable spacer panels, (fits windows 28¼" to 38¾"). Surf Green baked enamel finish, with black blades.



New Model 20-PR

Portable Elec-Reverse Air Circulator

39⁹⁵ list

Spacer panels available for mounting in windows 29¼" to 38¾"

Two-speed, electrically reversible, rubber mounted blade hub, rubber feet, fingerproof plated guard, Duo-Flo blades. Surf Green baked enamel with black blades.

NEW! LAU AIR-FLIGHT FANS

Handsome! Durable Plastic! To Round Out Your Fan Stocks!

Model 16

36⁹⁵ list

Handsome two-tone grey plastic. Very light in weight, unusually sturdy. Outstanding in quality, easy to sell. 14" high, 13" in diameter.

Model 11

49⁹⁵ list

Same louvering as Model 16. 3-speed foot control, jet black plastic top with clear or black louver rings. Same dimensions as Model 12.

Model 12

49⁹⁵ list

Aerodynamic louvering, maximum directed air flow. 3-speed foot control. Mahogany-colored plastic top and buff louver rings. 14" high, 15" in diameter.

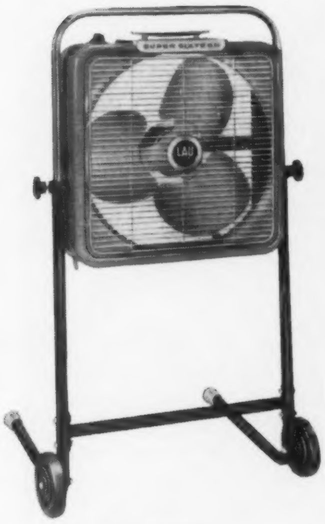
Model 5

39⁹⁵ list

Streamlined plastic 10" fan with grille designed to eliminate air-drag. Neutral grey louvers with black base.

Terrific '58 Fan Season

Quality...Styling...Performance!
The Most Imitated Fan Line in America



PORTA-BREEZ SIXTEEN

54.50 list

Mobile air circulator; easily moved on non-scuff wheels. Height adjustable stand.

SUPER TWENTY

20" Fan with thermostat, (styling same as Super Twelve and Sixteen) without stand. **49.95 list**

SUPER SIXTEEN

44.50 list

With Tilta-Breez stand, "Comfort Grip" expanding handle. Moves 3000 cfm. 18" x 18" x 5¼".

SUPER TWELVE

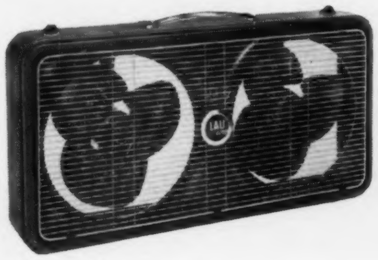
39.95 list

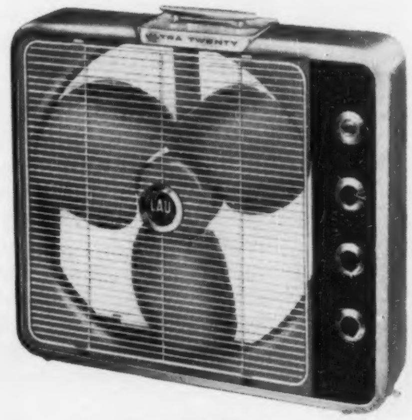
Portable air circulator with Tilta-Breez stand, "Comfort Grip" handle. Moves 2300 cfm. 16" x 16" x 5¼".

TWIN TWELVE
WITH AUTOMATIC THERMOSTAT

59.95 list

Slim, trim, quiet. Fits casement window. Lightweight, portable. Two 12" blades.





ULTRA TWENTY

69.95 list

Four new decorator colors! Fully automatic fan. Saf-T-Eye, 3 speed switch, built-in Thermostat, electrically reversible. With spacer panels.

Chosen for Exhibition in the Brussels World's Fair

NEW! LAU VENTILATING RANGE HOODS

Range and Oven Hoods...Quality, Performance, Low Prices!

DeLuxe Champion Range Hood

79.95 list

Heavy gauge construction. In 30", 36" and 42" widths. In Silvertone or Coppertone enamel finish. Many features.

Above Hood in Stainless Steel... 139.95

Challenger Range Hood

49.95 list

The builder's model pre-wired for quick installation. Single switch controls fan and light. In Silvertone or Coppertone enamel, five popular widths... one low price.

LAU Exhaust Oven Hood

69.95 list

Has washable filter, simple and easy to install. In Coppertone or Silvertone enamel, designed to fit all standard ovens. Package includes duct work, hood, switch and blower unit.

The LAU BLOWER COMPANY

Fan Division · 2027 Home Avenue · Dayton 7, Ohio
Other Plants in Kitchener, Ontario, Canada & Irwindale, California

Sewing Machines

Prices tend downward as imports take increasing share of the market. Japan gets lion's share of sales as emphasis turns to low-cost units. Singer volume estimated at 600,000 machines

THE sewing machine industry has become one of the most competitive in the appliance field.

The competition, which has been spurred by increasing imports from areas where labor costs are in some instances as much as 14 times lower than in the United States, has brought about gigantic changes in the sewing machine industry.

During the past year, for instance, the second-largest American manufacturer—White Sewing Machine Corp.—ceased production of domestic machines and joined the ranks of the importers. Result: Singer remains the only major American maker of sewing machines. The bulk of the nation's machines are now being shipped in from overseas.

Japan's Share

Japan has captured the largest share of the import market. As can be determined from the accompanying chart, Japanese imports are increasing again after taking a slight dip in 1956. They are increasing at the expense of American machines, as can be seen from the demise of White's domestic operation. They are also increasing at the expense of most European countries unless an end-of-the-year sales spurt belies these eight-month figures. It should be noted, in this context, that the months preceding Christmas are traditionally a good sewing machine sales period.

One of the significant aspects of the rising Japanese import figures is the effect they are having on American-made machines. Even Singer, the remaining American manufacturer, appears to be losing its share of the market.

In recent issues, *American Investor* and *Sales Management* magazines estimated that Singer today sells some 600,000 of the country's machines annually (it is believed that this year's total industry sales will total around 1.6 million units). This is in contrast, the magazines point out, to a pre-war 65 percent of a market then amounting to roughly 800,000 machines a year. Although Singer will not make public its sales figures, the company does concede that the Japanese have made the market extremely competitive.

It must be added, however, that Singer's business is apparently growing. The company's estimated 1956 sales volume of $363.8 million marked the 10th consecutive year in which Singer registered a gain.

Sales Are Lagging

The competitive nature of the sewing machine industry was aggravated in 1957 by a sales lag. Informed sources inside the industry see unit sales in the year just closed ranging anywhere from equal-to-1956 to 10 percent down. These sales estimates depend largely on whether the spokesman is speaking for a high-end or low-end product. Most emphasize, however, that manufacturers' and importers' sales were on a par with 1956. The extra units, therefore, are in the dealers' hands.

Because of the competitive picture, sewing machine prices in 1957 were the same or lower than they were in 1956. This trend is seen continuing into 1958, for competitive pressures are growing stronger rather than diminishing. If it were not for a strict quota imposed on that country's machines by the Japanese government, the situation would doubtless be far worse and there might be even more dumping than there is now. As it is, the Japanese machines are absorbed almost as rapidly as they are brought into the country.

Profits in 1957 were at a minimum because the bulk of the sales went to low-cost, low-margin straight sewer-type machines, portables, etc. Manufacturers bewail the fact that American dealers seem to desire "quick" sales and refuse to devote the extra selling time that is needed to move high-end, more profitable units. Thus it is that the straight sewer-types continue to outsell the more versatile zig-zag units.

More Salesmanship

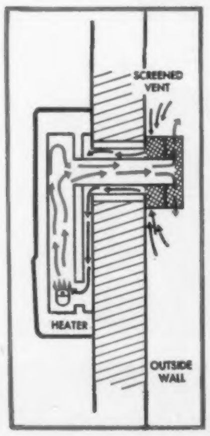
But distribution is looking up and some sewing machine spokesmen anticipate an eventual upturn in high-end sales. These men point out that specialized dealers are again bringing salesmanship into play. Such dealers, they say, are already being swamped with low-cost machines brought to them as trade-ins for more expensive units on which service is guaranteed and on which parts are available. It is this type of specialized dealer who can restore stability to the sewing machine

(*Continued on page 218*)

QUAKER LAYS IT ON THE LINE

for Profit-Minded Distributors!

Perfect heating unit for living rooms, dining rooms, bedrooms—also ideal for enclosed porches, spare rooms, garages, motels, etc.



The "Heater that Breathes Outside Air"

The Quaker DIRECT-VENT Gas Wall Heater uses only outside air for combustion. Combustion products are exhausted through the sealed porcelain combustion chamber to the outside. It does not use any room air. Completely safe! Black arrows in diagram at the left show how the supply of outside air enters the burner for combustion. Red arrows indicate travel of combustion products to vent outside.

Model DV-208—20,000 BTU & DV-358—35,000 BTU for natural, m'f'd or mixed gas. DV-206—20,000 BTU & DV-356—35,000 BTU for LP gas.

Mounts flush to any outside wall. Engineered for peak performance. Automatic thermostat control. Automatic "Warm Floor" Blower is optional equipment. Outstanding quality—competitively priced to fill the big and growing demand for safe, low cost zone heating.

DISTRIBUTORS ATTENTION!

Choice territories still open. Wire, phone or send coupon for details.

HEIL-QUAKER CORPORATION
Lewisburg, Tennessee E-1

Send complete information and prices on Quaker DIRECT-VENT Gas Wall Heater.

Company__________

By__________

Address__________

City__________ Zone____ State______

HEIL-QUAKER CORPORATION, Lewisburg, Tennessee

THE MOST COMPLETE GAS HEATER LINE IN THE INDUSTRY

Get off the WASHER

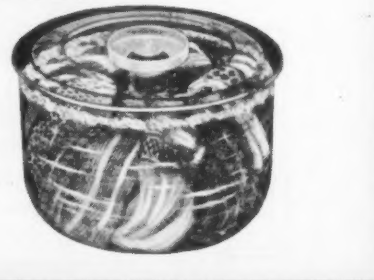
YOU'LL SELL CIRCLES AROUND COMPETITION WITH FEATURES LIKE THESE...

ABC's sensational NEW JET FILTER

No lint, no scum, no fuzz. The only automatic filter that removes lint and fuzz where most of it collects—at the center of the washing tub. Easy to remove and clean. No complicated separate pump . . . no water waste!

ABC's wonderful NEW ABCO-MATIC CLOCK

Starts washing anytime—day or night. Operates on regular or water-saving cycle and at either speed. Simply set it the way you would an alarm clock. A convenience feature your customers can see, can understand, can appreciate!



ABC's amazing CENTRA-FLEX AGITATOR

Creates three washing actions—a gentle-rubbing action, a flexing action, a jet-water action! Also provides unique "Shampoo" washing action. Produces 4 times more water currents at 6 times greater frequency than ordinary washers.

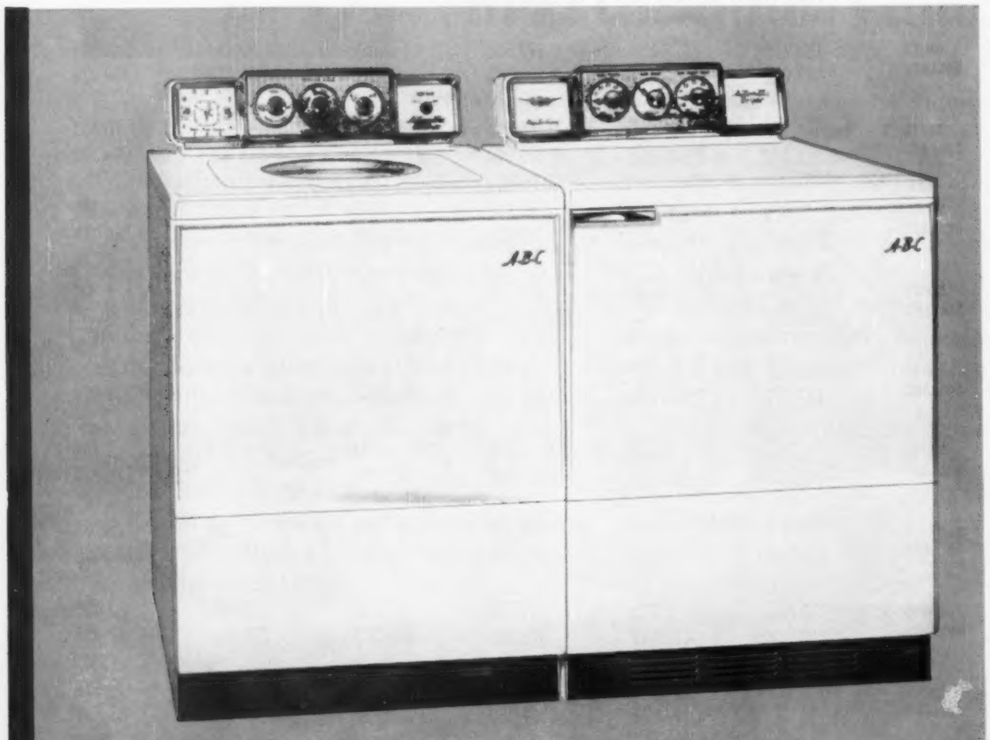
PLUS 2 Washing Speeds • 2 Washing Cycles • 3 Wash Water Temperatures • Dependable Gearless Transmission • Wrinkle-Free Tumble-Aire Drying

-DRYER merry-go-round!

GO GREAT IN '58 WITH ABC

the dependable line that's headed straight ahead for

BIGGER PROFITS



CUSTOM DELUXE MATCHMATES
Model A-92 Washer • Model DE-92 Dryer

Don't keep going around in circles! Get set now with ABC—the solid line with solid profits. ABC gives it to you straight. No puffed-up features . . . no glorified gimmicks . . . no dictated policies . . . no wild promises! ABC for 1958—again the finest—gives you smartly designed models that are packed with promotional possibilities . . . offers you a sure-selling selection of glamorous decorator colors . . . new exciting demonstration features . . . powerful local advertising support! What's more, ABC backs you with a name that has specialized in the home laundry field for over 49 years. So get off the merry-go-round and get on the band wagon!

ALTORFER BROS. COMPANY

PEORIA, ILLINOIS

A complete home laundry line, including automatic washers, matching gas or electric dryers, wringer washers and ironers at competitive prices with a profit.

Write the factory today or see your nearest ABC distributor for this profit-making opportunity.

SEWING MACHINES

MARKET STUDY STARTS ON PAGE 214

industry, these men contend.

Meanwhile, most elements in the industry are trying to improve their distribution. With the exception of Singer's units, which have traditionally been merchandised through the company's own outlets, the bulk of America's sewing machines have found their way to the public through a variety of cut-price outlets. Oddly enough, the discount house has taken a back seat to other forms of distribution, but sewing machines are nevertheless being sold largely on the basis of price through such outlets as mail order houses, door-to-door salesmen, department stores, etc.

Some of the importers, such as Necchi, have been franchising their own dealers and setting up their own reliable distribution systems (Necchi has some 2300 dealers). Singer is enhancing its own network of 1700 stores by adding department stores (23 so far) and franchising independent dealers in small towns where there are no Singer Sewing Machine outlets.

Quality Market

A bright note is that, despite the demand for low-priced machines, there is still a substantial market for quality units. About 25 percent of Singer's sales are in the zig-zag-type units and there are still some high-end imports coming in from Europe despite the rising number of low-cost Japanese machines. The continuance of this part of the market is attributed to an American demand for quality and service, a desire for product reliability that motivates many a housewife.

Sewing machine manufacturers feel, however, that the bulk of American consumers have been educated to resist a list price to such an extent that it is necessary to inflate sewing machine prices. Most deplore this practice, or say they do and many are looking with interest at the attempts of the large mail order houses to establish non-inflated sewing machine prices.

Upturn in '59?

To stimulate the market, as well as to maintain or increase their shares of it, manufacturers and importers are planning big sewing machine promotions for 1958. Necchi, for one, cites a promotional budget that should go over the $1-million mark. Despite this sort of thing, those in the know do not foresee a sales upturn in the coming year. Most believe that sales will continue to hold level, depending, of course, on the general economy of the nation. Some do see an upturn in '59, however, with a revival of salesmanship bringing a consequent rebirth in high-end sales.

Sewing machine sales have traditionally been heavily dependent on credit. Some, therefore, maintain that the current difficult money market may have had some influence in last year's sales softness and on the swing to low-cost machines. With signs of an easing of this situation, the few who read any significance into this factor feel that at least this stumbling-block will be removed.

And, although sewing machine spokesmen do not foresee an immediate upturn in sales, most are optimistic that the industry can be stabilized. End

U. S. Imports of SEWING MACHINES, by Countries, 1955-1957

		1955		1956		8 Mos. 1957	
		$10-$75*	OVER $75*	$10-$75*	OVER $75*	$10-$75*	OVER $75*
United Kingdom	UNITS	138,215	336	177,600	912	87,251	581
	DOLLARS	2,387,220	32,180	3,208,505	98,120	1,661,818	139,976
West Germany	UNITS	56,372	21,991	68,361	30,518	34,930	10,431
	DOLLARS	3,265,272	1,944,868	3,679,940	2,792,422	2,063,101	996,375
Italy	UNITS	71,995	4,154	67,497	128	43,131	2,185
	DOLLARS	4,069,455	313,685	3,832,626	11,183	2,378,563	174,079
Japan	UNITS	652,274	—	648,574	691	503,682	900
	DOLLARS	12,206,630	—	12,931,056	61,472	10,799,687	80,023
Switzerland	UNITS	10,586	26,252	6,487	17,972	8,528	2,811
	DOLLARS	747,312	2,064,720	441,072	1,444,230	626,476	228,021
Sweden	UNITS	705	2,092	2,209	2,917	377	1,484
	DOLLARS	42,834	159,163	136,080	222,756	25,631	120,775
Canada	UNITS	3,871	989	7,993	700	2 582	298
	DOLLARS	278,473	83,318	431,002	55,208	160,821	23,615
Other Countries	UNITS	3,681	1,702	14,519	1,318	5,587	485
	DOLLARS	182,356	186,442	301,882	133,347	209,306	63,936
Total	UNITS	937,699	57,516	993,240	55,156	687,098	19,175
	DOLLARS	23,179,552	4,784,376	24,962,163	4,818,738	17,925,403	1,765,394

SOURCE: * Importer's cost.
Prepared by Market Analysis Department, Electrical Merchandising from Report FT-110, U. S. Dept. of Commerce, Bureau of Census. —U. S. Imports of Merchandise by Country of Origin.

Marcus H. Cohen, Vice President and General Merchandise Manager of Wolff and Marx Department Store in San Antonio, Texas, reviews the selling features of a toaster with Ben Aron, Graybar Housewares Salesman. The picture was taken during a review of merchandise and plans for the Store's Homemakers Fair promotion.

"The cooperation, help and hard work given us by Graybar are of inestimable value"

SAYS: MARCUS H. COHEN, ***Vice President and General Merchandise Manager*** **of Wolff & Marx Department Store, San Antonio, Texas**

"When a leading department store plans its merchandising of electric appliances it has to be interested in a lot more than sales volume. In our Housewares Department, for example, we want to be sure we are stocking and selling the best made, best designed appliances. And we want each of our customers to get the appliance which will do the most satisfactory job for him.

"To that end, we have to keep our sales staff well informed on what they demonstrate and sell. Ben Aron, Graybar salesman, who works closely with us on all products supplied by Graybar, conducted training schools for our sales people prior to the start of our Homemakers Fair. He shares with us, too, the feeling that displays are of prime importance to us, and is always ready to lend a hand in making our windows do a strong selling job for us.

"This Graybar spirit of sales cooperation is a continuing thing, and helps us, not only on particular promotions, but all through the year. That explains why Graybar is one of our principal electrical housewares suppliers." 684-61

Mrs. W. B. Stocker, Sunbeam demonstrator, and Ben Aron, Graybar Salesman, discuss the features of an electric percolator in planning for the Homemakers Fair promotion of Wolff & Marx Department Store.

Your Customers WANT the popular appliances... *recommended by* **GraybaR**

GRAYBAR ELECTRIC CO., INC.
Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

IN OVER 130
PRINCIPAL CITIES

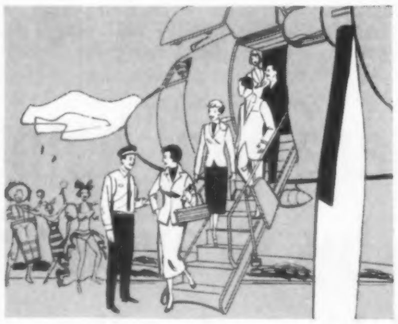
NEW CONTEST FOR DEALERS!

HOTPOINT TV

10 TREASURE HUNT PRIZES!

1 If you're one of the 10 top winners, you and your wife (or guest) will board a de luxe airliner and be flown to a sunny Tropical Isle for a long weekend of relaxing fun in the sun.

2 There, you'll be housed and fed in luxury at a famous tropical resort, with the bills paid by Hotpoint, for four glorious days! Completely carefree days of get-away-from-it-all enjoyment.



3 While you're there, you'll be given a map leading to the spot where YOUR BURIED TREASURE can be found. It will lead to the BIG CASH AWARD you've won IN ADDITION TO THE TRIP! As one of the 10 top winners, you'll get a share in $7700 CASH!

Now! Win BURIED TREASURE and an all-expense-paid vacation on a tropical isle for you and your wife in the big new

TREASURE HUNT

OVER $30,000 IN PRIZES!

42 Big Prizes in all . . .

Top 10 winners get Tropical Isle "Treasure Hunt" trips AND . . .

1st PRIZE	**$3000**
2nd PRIZE	**2000**
3rd PRIZE	**1000**
4th PRIZE	**700**
5th PRIZE	**500**
6th through 10th PRIZES	**100**

11th PRIZE—Trip to Hollywood for you and your wife, with a walk-on part in a movie or a television show!

12th through 18th PRIZES—Complete Wardrobe for yourself and your wife (total value $400)!

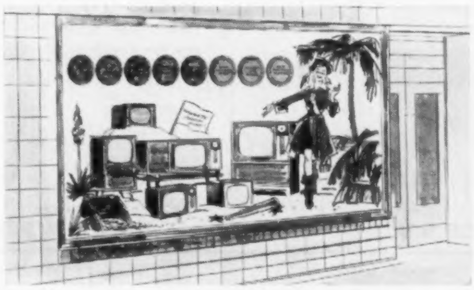
19th through 28th PRIZES—200 Shares of Canadian Uranium Stock!

29th through 42nd PRIZES—$100 Gift Certificates!

WIN WITH A HOTPOINT TV WINDOW DISPLAY!
You become eligible for one of the 42 big Treasure Hunt prizes by entering the exciting Hotpoint TV window contest.

EXTRA!

"TREASURE HUNT" CONSUMER PROMOTION! There's a consumer twist to this contest, too—a promotion that will bring in traffic and move Hotpoint TV sets for you! You'll want to use this sure-fire promotion even if you don't enter the contest, so be sure to ask your Hotpoint TV Distributor-Salesman all about it!



CALL YOUR HOTPOINT TV DISTRIBUTOR-SALESMAN TODAY AND GET STARTED ON YOUR "TREASURE HUNT" ENTRY NOW!

Hotpoint Hi-Vi TV

HOTPOINT CO. • A DIVISION OF GENERAL ELECTRIC COMPANY • 5600 WEST TAYLOR STREET, CHICAGO 44, ILLINOIS

How Regional Appliance Markets Compare

From the reports of 246 utilities cooperating in 14th annual study you'll get a picture of how the sales of individual appliances in your state, region and utility territory compare with other areas, saturation, and overall trends in product movement

Appliance sales in 1957 dropped 3.67 percent under 1956, according to ELECTRICAL MERCHANDISING's fourteenth annual utility survey of appliance, radio, and television sales. Increases were registered for ranges, water heaters, air conditioners, dryers, dishwashers, and television sets, but losses were chalked up for refrigerators, freezers, washers, vacuum cleaners, and food waste disposers. It should be emphasized that these figures are based on a sampling and may not in all cases be an accurate gage of sales.

On the national summary table opposite, unit sales of appliances by regions are given in sales per 1,000 customers served by the reporting utility. On succeeding pages are the actual sales of major appliances and television for each utility and region.

In the 1957 survey, 246 utilities reported (compared with 256 in 1956). These companies serve 39,618,610 customers—81.5 percent of the estimated 48,600,000 wired homes in the country and a 2.76 percent rise over last year.

The reports show the number of customers served by each utility company, the annual kwhr consumption per meter, the estimated unit sales of appliances in their respective areas, the number of dealers serving their territory, and the merchandising plans of the utility.

The study shows that, during 1957, unit sales were up for the six items previously mentioned anywhere from nine-tenths of one percent for water heaters to 15.4 percent for dishwashers. Losses registered for the five declining items ran from 2.22 percent for refrigerators to 20.9 percent for food waste disposers. This follows close to the pattern last year when refrigerators registered a small gain of 1.48 percent, but it diverges widely from the huge 82.49 percent gain chalked up by food waste disposers in 1956.

Regionally, the Pacific area apparently scored the best among the nine regions this year. The area led or tied for first place appliance sales per thousand on five items—refrigerators, dryers, vacuum cleaners, dishwashers, and food waste disposers. In second place was the Mountain area, which led in per thousand sales for washer-dryer combinations, washers, and dryers. The South Atlantic area led in ranges and water heaters; the West South Central area in freezers and air conditioners; the East South Central tied with other areas in highs for washers and combination units; the East North Central tied in vacuum cleaners and led in television; and Middle Atlantic tied with other areas in per thousand sales of combination units.

The New England and West North Central areas scored no firsts.

NUMBER OF DEALERS

(1957 Figures from 209 Cos.)

No. Cos.		Dec. 1957	Dec. 1956	% Change
18	New England	3,375	3,861	−12.59
18	Middle Atlantic	13,191	13,465	− 2.03
29	East North Central	14,528	15,586	− 6.79
25	West North Central	8,551	9,005	− 5.04
14	South Atlantic	7,417	7,434	− .22
12	East South Central	3,873	3,686	+ 5.07
18	West South Central	7,426	7,227	+ 2.75
38	Mountain	3,168	3,295	− 3.85
37	Pacific	7,810	7,585	+ 2.97
209	Total	69,339	71,144	− 2.54

UTILITY MERCHANDISING

(Plans for 1957)

	Will	Will Not
New England	16	3
Middle Atlantic	5	15
East North Central	16	15
West North Central	13	19
South Atlantic	9	9
East South Central	3	9
West South Central	6	14
Mountain	7	45
Pacific	3	39
Total	78	168
	(31.7%)	(68.3%)

Sales in 1957

Refrigerators. A 2.22 percent decline in refrigerator sales was reported by 176 utilities. Projected nationally, refrigerator sales would thus be 3,606,120 compared to 3,687,939 in 1956. Four regions—the East North Central, South Atlantic, West South Central, and Pacific—were above the national average of 74.2 per thousand.

Electric Ranges. Reports from 193 utilities show that range sales were up 1.55 percent nationally. The 1957 projected total of 1,560,060 compares with the preceding year's 1,536,246. The average sales per thousand were 32.1 and this figure was topped in the South Atlantic, East South Central, Mountain, and Pacific regions.

Water Heaters. A 1957 increase of 0.9 was registered for water heaters on the basis of reports from 190 companies. The average sales per thousand were 15.8. Projected nationally, sales would be 767,880 as compared to 761,011 in 1956. Above-average sales were registered in the South Atlantic, East South Central, Mountain, and Pacific areas.

(Continued on page 234)

Check This NATIONAL SUMMARY First . . .

STATE	NUMBER OF REPORTING UTILITIES	(ESTIMATED) CUSTOMERS (Domestic & Rural) Dec. 31, 1957	ESTIMATED UNIT SALES OF APPLIANCES, RADIO, TV IN 1957 PER 1,000 CUSTOMERS: Refrig-erators	Stand ard Ranges	Built-In Ranges	Water Heaters	Freezers	Room Air Condi-tioners	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Dis-posers	Tele-vision	NUMBER OF DEALERS SERVING TERRITORY	REPORTING UTILITY PLANS ON MER-CHANDISING IN 1958: Will	Will Not
Maine	2	245,900	36	20	1	17	6	3	25	9	2	3	14	15	2	2	23	530	1	1
New Hampshire	1	119,215	50	20	2	12	4	7	48	..	3	..	9	..	..	..	79	170	1	..
Vermont	1	59,106	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	150	1	..
Massachusetts	8	1,401,490	54	←28→		6	3	9	56	5	2	.6	15	22	5	5	108	1,599	7	1
Rhode Island	2	74,400	28	43	3	.2	5	2	26	13	2	2	23	23	3	3	52	123	2	..
Connecticut	5	662,262	59	←32→		12	7	19	69	12	4	3	20	28	12	10	111	967	4	1
New England	19	2,562,373	53	←28→		9	5	12	56	8	2	1	16	23	7	6	104	3,539	16	3
New York	8	4,831,246	67	←13→		4	3	43	66	5	5	.6	14	59	11	8	102	5,676	2	6
New Jersey	4	1,670,708	48	←29→		20	10	17	53	13	..	.7	25	34	10	..	70	2,550	1	3
Pennsylvania	8	2,894,417	70	←29→		13	12	25	61	34	1	2	33	33	6	5	129	6,665	2	6
Middle Atlantic	20	9,396,371	68	←20→		8	7	35	64	17	5	1	21	50	9	6	112	14,891	5	15
Ohio	9	2,414,602	75	←37→		12	12	18	61	29	3	3	39	47	8	12	145	4,307	3	6
Indiana	5	821,720	79	←42→		25	20	24	52	16	3	2	55	40	9	11	52	1,748	3	2
Illinois	5	2,331,925	75	10	2	3	8	21	57	27	3	1	19	70	6	7	235	3,567	1	4
Michigan	7	1,946,716	87	←29→		20	12	11	← 62 →		4	2	20	81	5	2	94	3,535	4	3
Wisconsin	5	790,406	41	24	6	16	13	10	37	8	2	2	32	46	5	9	67	1,971	5	..
East North Central	31	8,305,369	75	←29→		14	11	16	←75→		3	2	29	57	6	9	146	15,128	16	15
Minnesota	9	760,806	72	26	5	20	25	18	30	17	1	6	27	24	6	6	75	2,423	4	5
Iowa	5	454,629	53	29	5	15	17	22	37	25	5	2	22	17	4	5	42	1,905	4	1
Missouri	7	918,870	87	←28→		9	24	91	50	12	4	3	28	88	7	12	225	2,182	1	6
North Dakota	3	11,980	67	71	5	24	78	25	20	16	3	33	47	12	12	13	69	192	..	3
South Dakota	2	51,175	62	29	7	22	16	12	29	12	2	7	39	18	4	7	78	422	2	..
Nebraska	2	196,250	41	29	8	6	11	39	36	24	..	..	20	..	3	13	76	735	1	1
Kansas	4	342,900	55	29	4	4	20	53	70	16	4	4	32	25	4	8	116	920	1	3
West North Central	32	2,736,610	71	←31→		12	22	41	44	16	3	5	27	40	6	9	128	8,779	13	19
Delaware	1	71,240	63	21	14	28	7	35	70	14	7	1	49	35	7	4	168	122	1	..
Maryland	2	593,640	80	←22→		12	18	20	←103→		..	2	17	35	7	7	66	760	2	..
District of Columbia	1	305,216	85	24	..	5	24	52	71	15	..	.2	26	54	17	17	165	356	..	1
Virginia	2	1,040,000	..	←67→		24	..	..	..	..	..	..	42	..	..	..	..	2,700	..	2
West Virginia	2	226,400	48	←26→		11	10	5	20	22	2	.6	34	25	2	2	51	390	2	..
North Carolina	2	932,465	49	47	10	65	18	27	58	17	.9	.5	10	34	6	7	188	2,540	1	1
South Carolina	1	152,000	164	43	10	59	26	79	86	..	7	10	20	..	20	23	132	220	..	1
Georgia	2	634,500	104	←94→		26	40	72	72	75	5	3	15	57	23	5	95	125	2	..
Florida	5	1,018,157	101	←69→		86	11	60	73	13	4	.6	12	22	11	8	128	2,204	1	4
South Atlantic	18	4,973,618	83	←56→		42	20	45	←94→		3	2	19	37	12	8	136	9,417	9	9
Kentucky	3	449,500	61	←55→		17	32	20	49	68	..	1	22	..	4	3	146	1,524	1	2
Tennessee	6	422,346	76	←58→		36	27	95	65	17	7	1	30	44	8	8	109	549	..	6
Alabama	1	524,816	76	←52→		20	24	38	72	37	..	.4	14	61	6	3	114	1,200	1	..
Mississippi	2	232,537	55	←18→		3	21	29	26	20	1	..	7	..	2	2	37	600	1	1
East South Central	12	1,629,199	70	←49→		21	26	50	62	34	5	.8	19	56	6	4	104	3,873	3	9
Arkansas	2	284,750	73	15	4	3	33	42	56	26	6	..	11	..	4	6	144	1,250	1	1
Louisiana	4	594,200	97	←14→		4	37	101	94	27	4	1	17	39	12	6	151	1,530	1	3
Oklahoma	2	487,025	58	←24→		1	15	35	← 45 →		..	..	15	..	..	..	74	1,220	..	2
Texas	12	2,135,295	80	←31→		4	31	96	75	16	4	2	20	40	12	13	150	3,876	4	8
West South Central	20	3,501,270	79	←26→		4	30	84	←86→		4	2	18	40	12	11	139	7,876	6	14
Montana	3	126,291	59	48	6	13	27	3	65	22	8	3	56	17	12	8	95	580	..	3
Idaho	2	111,550	55	78	7	64	47	5	82	9	6	5	55	18	6	5	91	700	1	1
Wyoming	6	27,610	32	22	6	5	22	10	50	32	10	6	43	31	8	8	80	103	3	3
Colorado	13	363,234	78	40	6	7	14	3	78	17	7	2	32	37	6	18	120	700	3	10
New Mexico	8	101,438	70	27	2	5	31	13	68	24	5	11	17	7	6	4	138	217	..	8
Arizona	4	119,154	102	14	35	5	25	40	97	19	2	5	10	21	10	6	168	286	..	4
Utah	9	212,304	69	49	11	27	29	4	75	26	3	16	43	80	11	21	100	666	..	9
Nevada	7	64,829	76	←44→		26	13	23	69	9	..	9	12	71	6	7	40	155	..	7
Mountain	52	1,126,410	72	←50→		18	24	9	77	19	5	7	35	44	8	13	114	3,407	7	45
Washington	19	734,475	77	←83→		53	28	2	65	12	7	3	56	49	15	8	116	1,792	..	19
Oregon	8	537,077	80	82	1	55	39	6	117	20	2	6	99	5	12	5	148	1,432	1	7
California	15	4,115,838	91	←25→		7	13	10	←88→		2	2	25	64	25	20	138	4,827	2	13
Pacific	42	5,387,390	88	←36→		16	17	9	←93→		2	4	35	57	23	17	137	8,051	3	39
UNITED STATES	246	39,618,610	74 (176)	←32→ (193)		16 (190)	15 (175)	32 (156)	←81→ (169)		3 (113)	2 (130)	25 (185)	46 (108)	10 (156)	10 (132)	129 (148)	74,961 (241)	78	168
Alaska	3	10,691	18	15	4	15	11	..	15	7	4	.7	..	36	1	3	15	17	1	2
British Columbia	3	331,150	59	←38→		27	14	..	27	14	2	.6	15	59	4	1	98	680	..	3
Hawaii	3	109,925	87	←45→		49	24	2	81	16	4	2	10	20	8	10	105	217	1	2

. . . Now turn to the REGIONAL BREAKDOWNS starting on page 224

Electrical Appliance Market Data by Regions *(Continued)*

New England

	No. of Domestic Customers			1957 UNIT SALES OF ELECTRICAL APPLIANCES										
	Dec. 31, 1957 (Estimate)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air-Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
MAINE														
Central Maine Power Co.	202,500	199,297	2,800	8,200	4,800	.....	4,000	1,300	.....	6,000	2,000	300	.....	3,200
Bangor-Hydro Electric Co.	43,400	42,535	2,615	600	200	50	150	250	125	250	200	75	150	250
NEW HAMPSHIRE														
Public Service Co. of N. H.	119,215	116,777	2,621	6,000	2,400	260	1,400	470	800	5,700	.....	400	.....	1,100
VERMONT														
Central Vermont Public Service Corp.	59,106	57,243	2,872	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
MASSACHUSETTS														
New England Electric System	684,000	674,076	2,140	36,000	16,000	4,000	4,500	900	4,000	35,000	2,000	1,000	200	10,000
Lynn Gas & Electric Co.	40,580	40,475	1,852	2,016	896	224	252	50	225	1,950	110	50	10	550
Cape & Vineyard Electric Co.	40,000	38,700	2,600	1,252	608	168	300	.....	.....	564	82	24	.....	180
Brockton Edison Co.	55,700	54,300	2,850	2,000	1,400	150	1,000	400	300	4,000	1,200	100	300	2,000
Fitchburg Gas & Electric Light Co.	16,100	15,955	.....	1,000	125	30	85	25	150	600	150	30	12	150
Boston Edison Co.	415,500	410,760	2,211	25,250	← 10,480 →		1,400	1,290	5,740	28,000	2,890	850	180	5,500
Western Mass. Electric Co.	118,500	115,949	2,641	....	← 4,400 →		1,300	1,610	1,250	.....	.....	.....	.....	1,990
Cambridge Electric Light Co.	31,110	31,356	1,465	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
RHODE ISLAND														
Blackstone Valley Gas & Elec. Co.	58,900	58,760	1,700	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Newport Electric Corp.	15,500	14,988	3,046	400	670	50	3	70	35	400	200	30	25	350
CONNECTICUT														
Connecticut Power Co.	93,400	91,046	3,320	6,500	1,700	200	930	1,100	4,500	7,000	1,200	200	1,000	2,500
United Illuminating Co.	167,600	164,534	3,055	12,500	5,800	700	2,300	1,000	2,000	15,500	2,200	.....	250	3,700
Hartford Electric Light Co.	95,680	93,819	3,149	6,500	← 3,300 →		1,000	700	3,000	8,500	1,000	.....	200	2,800
Connecticut Light & Power Co.	287,632	277,856	3,205	13,800	7,600	1,400	3,800	1,500	2,800	14,000	3,300	1,200	500	4,400
Housatonic Public Service Co.	17,950	17,256	2,700	506	216	100	83	149	83	424	88	50	19	19

Middle Atlantic

	No. of Domestic Customers													
	Dec. 31, 1957 (Estimate)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
NEW YORK														
Central Hudson Gas & Electric Corp.	108,750	104,863	2,810	....	2,500	.....	1,600	.....	.....	.....	.....	.....	.....	1,900
Rochester Gas & Electric Corp.	174,500	169,477	3,096	14,000	6,000	1,200	1,900	2,900	2,500	19,000	.....	800	.....	9,000
N. Y. State Electric & Gas Corp.	388,000	378,600	3,160	16,200	8,200	.....	5,000	4,500	1,400	18,000	.....	.....	.....	9,200
Long Island Lighting Co.	477,442	459,272	2,975	25,000	← 5,000 →		1,150	3,000	25,000	40,000	3,500	.....	.....	8,500
Municipal Electric Utility, Rockville Center	7,345	7,250	3,239	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Rockland Light & Power Co.	48,263	46,063	2,195	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Consolidated Edison Co. of N. Y., Inc.	2,710,000	2,693,000	1,615	203,000	← 14,400 →		2,000	5,900	165,000	175,800	6,000	.....	.....	15,600
Niagara Mohawk Power Corp.	916,946	894,295	3,000	56,700	19,700	4,970	8,300	7,130	8,400	54,500	11,900	4,300	540	22,020
NEW JERSEY														
Atlantic City Electric Co.	184,000	178,888	3,250	....	4,800	1,200	4,000	2,000	2,500	.....	.....	.....	.....	5,500
Public Service Electric & Gas Co.	1,182,000	1,159,635	2,130	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Jersey Central Power & Light Co.	213,064*	201,561*	3,010	10,000	← 4,700 →		4,200	2,000	4,600	11,800	2,700	.....	130	4,900
New Jersey Power & Light Co.	91,644*	88,476*	3,315	4,500	← 3,700 →		1,400	700	1,230	4,200	.....	.....	75	1,700
PENNSYLVANIA														
West Penn Power Co.	331,765	325,626	3,331	17,900	← 10,500 →		5,900	5,000	2,600	13,500	12,800	.....	630	15,400
Duquesne Light Co.	416,000	408,743	2,675	48,000	← 14,000 →		600	4,200	6,700	37,000	26,000	.....	1,300	16,500
Philadelphia Electric Co. System	875,180	858,105	2,990	58,000	← 17,000 →		9,000	5,000	47,000	60,000	19,000	.....	.....	19,000
Pennsylvania Power & Light Co.	605,800	596,867	2,900	32,000	← 18,500 →		10,000	9,500	7,300	30,000	15,000	.....	600	15,500
Metropolitan Edison Co.	213,326	210,081	3,385	14,500[1]	6,400	2,000	3,300	3,600	4,800	12,500[2]	6,800	.....	.....	9,000
Pennsylvania Electric Co.	334,330	338,707	2,890	24,000[1]	9,500	3,000	6,500	7,200	2,100	20,500[2]	16,000	.....	.....	17,000
Pennsylvania Power Co.	75,816	73,916	3,570	5,110	← 2,920 →		900	920	620	2,550	2,510	.....	190	3,930
Luzerne Electric Div., U. G. I. Co.	42,200	41,700	2,100	2,500	275	75	400	250	.....	500	100	50	20	300

[1] Includes refrigerator-freezer combinations
[2] Includes washer-dryer combinations
* Average

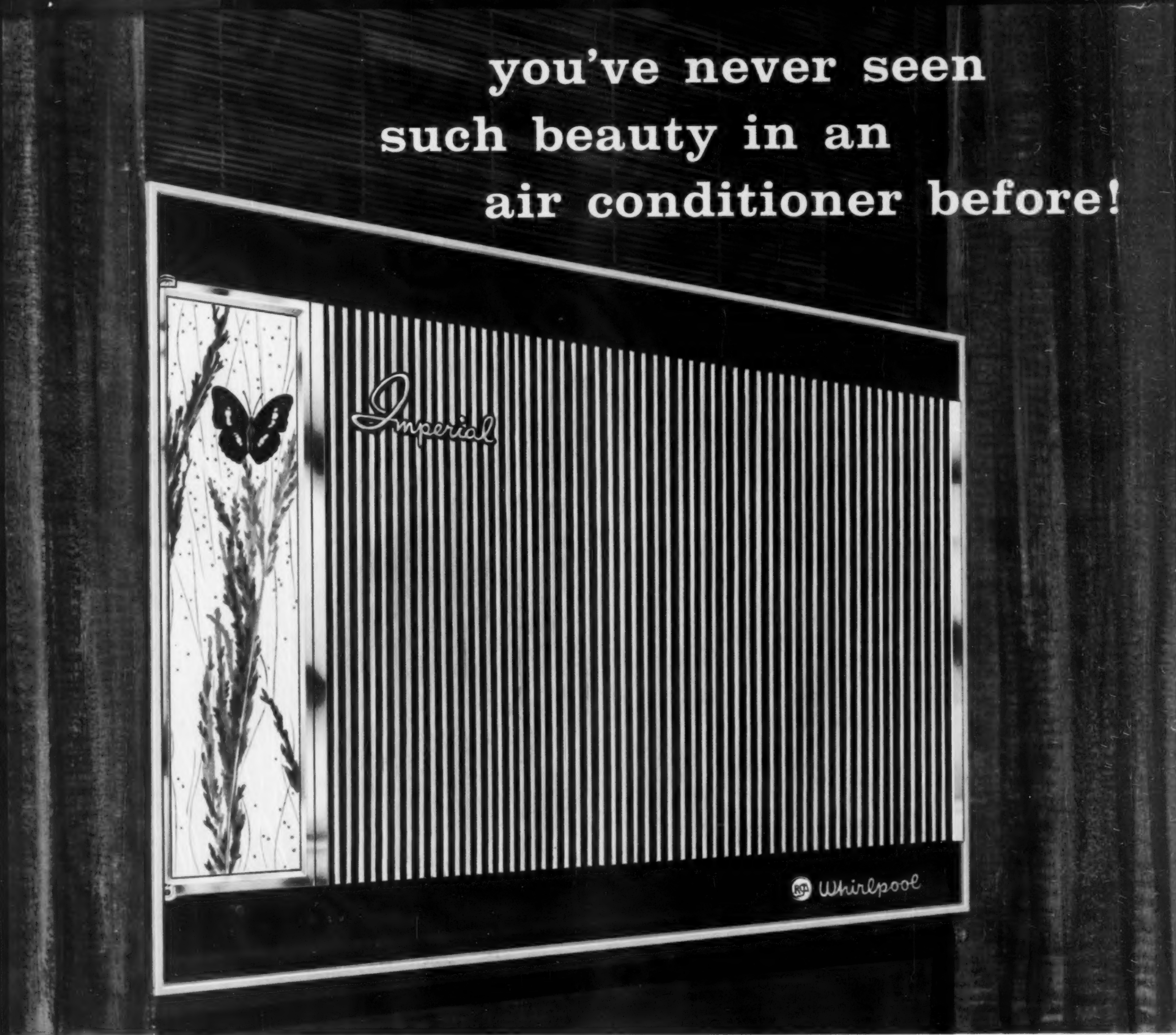
				PERCENT SATURATION													REPORTING UTILITY PLANS ON MERCHANDISING		
Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
3,000	300	250	......	....	....	24	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	425	Yes	Yes
600	150	200	1,000	88	38	20	15	8	20	70	12	15	90	15	15	60	105	No	No
......	.....	.....	9,400	91	45	17	.....	.....	21	.....	.....	7	.....	.....	.....	84	170	Yes	Yes
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	150	Yes	Yes
10,000	2,200	1,500	70,000	92	31	6.3	2.7	2	30	40	3.3	7	75	3.3	2.5	90	800	Yes	Yes
575	125	85	3,900	92	....	.....	2.7	2	30	45	3.3	6.7	75	3.5	2	90	45	Yes	Yes
......	146	.....	......	98	60	30	7	.....	44	46	5	7	93	6	.....	.....	30	Yes	Yes
2,000	150	300	5,000	90	44	22	17	7	35	65	4	12	85	7	6	80	90	Yes	Yes
200	50	40	1,500	85	6	6	3	4	65	35	12	6	92	.2	1	72	19	Yes	Yes
14,300	4,040	3,840	49,980	93.4	26.8	6.3	8.5	10.9	42.9	47.5	9.8	7.6	66.4	5.7	5.9	96.1	400	Yes	Yes
......	.....	.....	......	....	43.3*	9.9*	11.7*	.....	.....	.....	.....	7.5*	.....	.....	.....	.....	165	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	50	Yes	Yes
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	100	Yes	Yes
350	50	50	800	90	59	26	15	3	45	40	5	18	87	10	10	85	23	Yes	Yes
4,000	3,500	2,000	8,000	96	40	.....	15	12	46	42	9	11.5	80	10.2	5.1	86	164	Yes	Yes
......	1,100	.....	17,100	99	36.9	13.9	6.4	5	62.3	47.7	8	9.2	.....	5.2	.....	88	175	No	No
6,000	1,500	2,000	16,000	99	43	15	12	12	58	30	11	16	95	15	12	90	108	Yes	Yes
3,500	1,600	900	......	97.5	37.7	18.5	13.5	3.5	38	40	6	8.8	88	5.5	1.8	88	490	Yes	Yes
110	39	33	671	90	62	34	15	5	37	89	4	3	90	8	3	14	30	Yes	Yes

* As of 8-31-57

Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
......	.....	.....	......	....	33.3	19.4	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	265	No	No
12,000	1,700	1,800	30,000	98	30	13	17	6	57	.....	6	21	98	6	8	97	300	Yes	Yes
......	.....	.....	......	92.5	30.6	15.6	15.6	1.3	28	.....	.....	12.5	.....	.....	.....	.....	900	No	No
......	7,500	.....	......	....	19.5	4.9	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	350	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	110	Yes	Yes
168,200	29,000	.....	240,700	91.6	4.1	.....	1.8	.....	.....	.....	.....	3.3	.....	3.5	.....	.....	1,700	No	No
43,000	7,200	6,900	117,600	93	32	14	12	4	40	48	7	14	77	7	5	91	2,051	No	No
......	.....	.....	......	....	53.5	36.1	19	.....	.....	.....	.....	12.5	.....	.....	.....	.....	250	No	No
......	.....	.....	......	94.8	6.9	1.6	7	17.3‡	41	32.4	8.9	4.1	84.4	4.7	1.6	100+‡	2,000	Yes*	Yes*
7,300	2,400	.....	15,000	96	21	18	.....	.....	.....	.....	.....	.....	.....	.....	.....	87	200	No	No
......	500	.....	......	95	40	26	18	4	25	62	11	11	75	5	.....	90	100	No	No
8,200	900	750	27,900	95	38.6	20.3	18.2	3.7	30.6	64.4	.....	22.5	88	3.8	3.6	93	900	No	No
25,000	3,000	4,300	65,000	98	25	2	10	9	42	60	18	20	89	4	7	95	1,100	No	No
20,000	8,000	.....	173,000	85	27	13	10	19	← 75 →		5	11	80	5	.....	95	1,825	Yes	Yes
......	3,000	1,300	40,000	91.5	45.6	22.5	20.4	4.7	30	60	9.4	10.5	.....	5	2.5	70	1,200	No	No
......	1,400	.....	21,500	95.7	45.4	26.2	20.3	8.5	53	.....	.....	14.5	.....	3.4	.....	.....	550	No	No
......	1,800	.....	33,000	92.3	38.2	18.5	16.7	3.5	42.4	.....	.....	22.3	.....	4.9	.....	.....	850	No	No
2,660	370	270	8,090	93.7	40.4	18.2	15.5	4.8	31.1	56.1	21.8	25.4	68	2.6	2.7	76.2	170	Yes	Yes
1,000	100	100	......	85	22	11	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	70	No	No

* In some districts only
‡ Denotes number of appliances and not customers

ADDITIONAL CHARTS ON PAGE 230



IMPERIAL MODEL

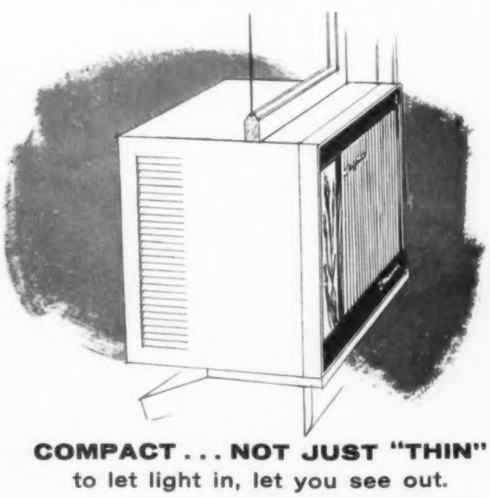
FIRST IN FASHION . . . FIRST IN COOLING . . . FIRST IN SALES . . .

NEW 1958 RCA Whirlpool

room air conditioners

WITH DRAMATIC NEW "PICTURE PANEL" . . .
NEW SELECTIVE HUMIDITY CONTROL.

At last, air conditioners have been transformed from unsightly "window boxes" into things of exquisite beauty. Highlight of a new slim, vertical-line styling is the exotic, illuminated "Picture Panel" with delicate inlaid tracery designs that are changeable to reflect the decor of any room. Truly, you've never seen such beauty before in any air conditioner . . . and it's all yours in the new RCA WHIRLPOOL!



COMPACT . . . NOT JUST "THIN"
to let light in, let you see out.

BEHIND THE "PICTURE PANEL" . . .

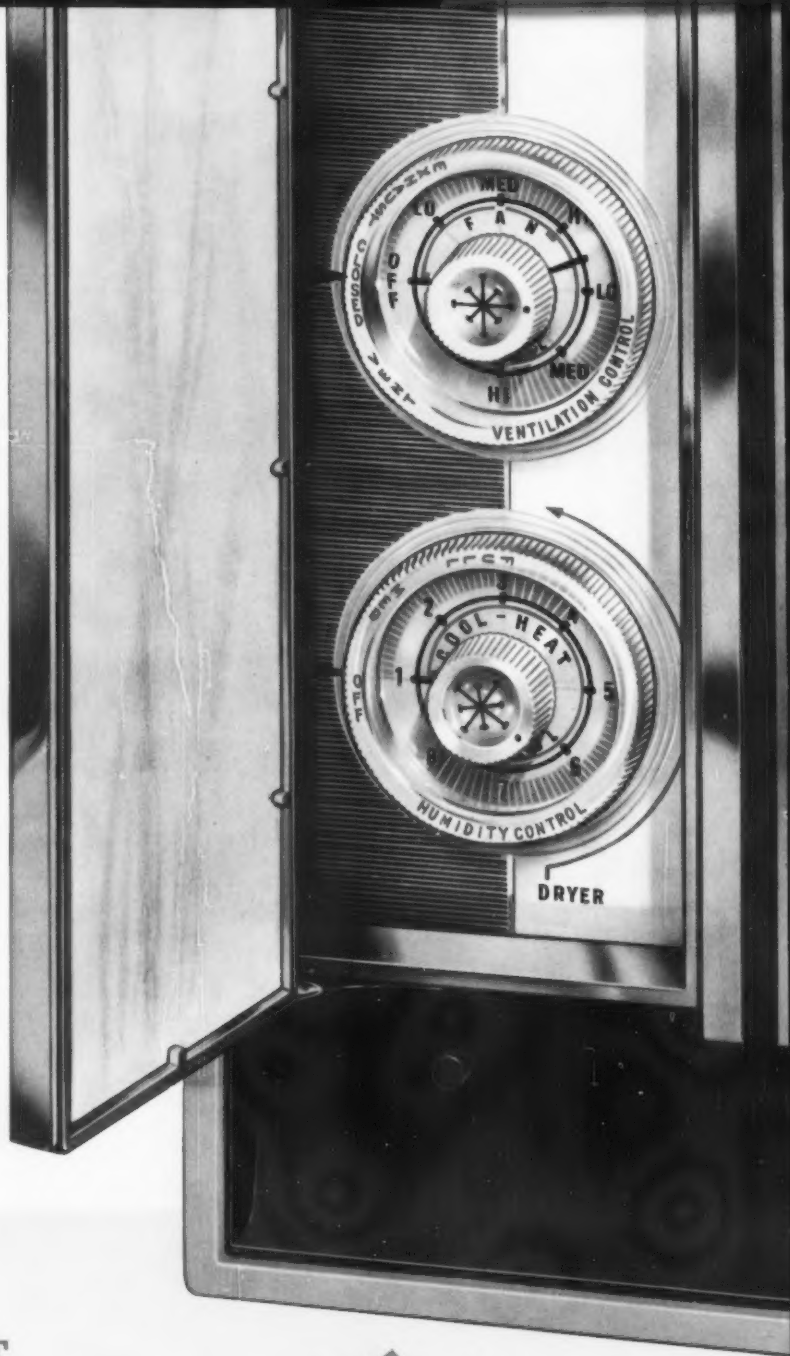
NEW, SIMPLE 2-IN-1 DIALS WITH

selective humidity control

for truly complete and automatic comfort conditioning.

Here on two simple-to-set dials are controls for all conditioning needs . . . including a special, separate control for adjusting the humidity. It's exclusive in the RCA WHIRLPOOL . . . another reason these air conditioners are first in cooling!

- **THIN AND LOW DESIGN** . . . all RCA WHIRLPOOL air conditioners are compact, not just thin. They let light in, let you see out.
- **NEW LIFT-OFF GRILLE** . . . simplifies removal of filter for cleaning or replacing. No tools are needed.
- **SIMPLE INSTALLATION** . . . RCA WHIRLPOOL air conditioners are designed for fast, weather-tight installation in any window 27" to 40" wide . . . they may be flush-mounted if desired.
- **NEW WEATHER SEALED CABINET** . . . prevents snow, sleet, rain . . . even a high wind . . . from entering the room. And, an RCA WHIRLPOOL may be used for year 'round ventilation because there's no need to cover or remove it in winter.



CUSTOM MODEL

DELUXE MODEL

MODELS FOR EVERY MARKET

including Lo-Amp., reverse cycle, and through-wall units.

No matter what your prospects' air conditioning needs may be, there's a model to fit their need exactly in the new RCA WHIRLPOOL line. There are seven Imperial models from 1 to 2 hp., 230-volt, including a special through-the-wall unit, and another that warms as well as cools the air. There are four Custom models, including a Lo-Amp., that range from 1 hp., 115-volt, to 2 hp., 230-volt. There are three Deluxe models, including 1 hp. and 1½ hp., 230-volt.

FREE

rollicking, frolicking

EXPENSE-PAID LUXURY TRIPS

Just for buying RCA WHIRLPOOL air conditioners now! Not a contest . . . nothing to write . . . every dealer can earn a trip, even several trips!

GET DETAILS FROM YOUR RCA WHIRLPOOL DISTRIBUTOR . . . SEE HIM RIGHT AWAY!

RCA Whirlpool air conditioners

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

THIS IS WHAT IT TAKES TO

MODEL C-6

Progress Is Our Most Important Product

GENERAL ELECTRIC

CLEAN UP!

VACUUM CLEANER

$54.95*

Including attachments

Packed with salesmaking features

Double-Action unit cleans rugs *and* floors. Lets your customers do 85% of their cleaning with one attachment. Thousands of users rate this the best way to clean all floor surfaces.

Famous swivel-top—Your customers can clean all around a room without moving the cleaner.

Easy-to-use attachments for all cleaning needs. Dusting brush, fabric nozzle and crevice tool.

Toe*switch turns the cleaner on and off at a touch of the foot. No need to bend or reach down.

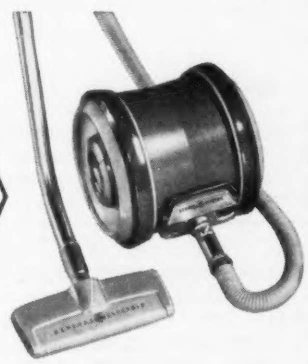
Three, free-swiveling casters wheel the cleaner easily from room to room—even over doorsills.

"Throw-away" bag holds 5 quarts, has permanent filter. Easy to change. Fits all C-model cleaners.

Easy to store. Compact, modern silhouette prevents tipping. Only 17 lbs. Cord wraps around bumper.

And—
to clean up
extra
profits!

Model C-6 and
Floor Polisher



"Roll-Easy"

VACUUM CLEANER

The cleaner "you never have to lift." With double-action cleaning unit and attachments.

$64.95*

New General Electric

FLOOR POLISHER

The easy-to-use twin-brush polisher. With sets of polishing brushes, scrubbing brushes and buffing pads.

$49.95*

*Manufacturer's recommended retail or Fair Trade price. Vacuum Cleaner Dept., General Electric Co., Bridgeport 2, Conn.

FEATURED ON EVERY "CHEYENNE" TV SHOW PLUS MAGAZINES!

Electrical Appliance Market Data by Regions (Continued)

South Atlantic

	No. of Domestic Customers: Dec. 31, 1957 (Estimate)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	1957 UNIT SALES OF ELECTRICAL APPLIANCES: Refrig-erators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air-Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
DELAWARE														
Delaware Power & Light Co. (Northern Division)	71,240	69,940	3,470	4,500	1,500	1,000	2,000	500	2,500	5,000	1,000	500	100	3,500
MARYLAND														
Potomac Edison Co.	139,340	136,147	3,400	7,500	6,500	250	4,500	2,500	2,000	6,000	10,000	.....	120	4,000
Baltimore Gas & Electric Co.	454,300	440,761	2,400	40,000	← 6,300 →		2,500	8,000	10,000	← 45,000 →		.....	1,200	6,000
DISTRICT OF COLUMBIA														
Potomac Electric Power Co.	305,216*	297,651	3,091	25,900	7,343	.....	1,615	7,280	15,960	21,770	4,529	.....	70	7,875
VIRGINIA														
Virginia Electric & Power Co.	620,000	602,129	3,382	....	.....	.....	11,000	.....	.....	.....	.....	.....	.....	......
Appalachian Electric Power Co.	420,000	415,789	3,080	....	← 28,000 →		14,000	.....	.....	.....	.....	.....	.....	17,500
WEST VIRGINIA														
Monongahela Power Co.	188,400	185,779	2,110	9,000	3,800	700	2,000	1,900	850	3,750	4,100	350	120	6,500
Wheeling Electric Co.	38,000	37,199	2,642	....	← 1,400 →		450	.....	.....	.....	.....	.....	.....	1,300
NORTH CAROLINA														
Carolina Power & Light Co.	347,465	340,250	4,470	15,600	14,200	.....	10,500	5,400	5,500	14,000	1,100	.....	350	2,200
Duke Power Co.	585,000	558,700	4,500	30,000	30,000	6,000	50,000	11,000	20,000	40,000	15,000	500	100	7,000
SOUTH CAROLINA														
South Carolina Electric & Gas Co.	152,000	147,391	4,300	25,000	6,500	1,500	9,000	4,000	12,000	13,000	.....	1,000	1,500	3,000
GEORGIA														
Savannah Electric & Power Co.	52,500	50,407	.....	4,000	2,000	500	2,000	1,500	2,500	4,000	500	200	50	700
Georgia Power Co.	582,000‡	528,182	3,707	62,100	← 57,000 →		14,550	23,600	43,000	42,000	47,000	3,000	1,300	8,800
FLORIDA														
Florida Power Corp.	192,600	175,177	3,442	14,000	← 10,500 →		14,000	1,500	6,800	10,000	2,000	.....	120	1,500
Florida Power & Light Co.‡	525,300	481,717	3,700	61,500	← 39,500 →		54,000	5,800	40,000	41,000	6,000	.....	300	6,500
Jacksonville Electric Plant	101,860	99,013	5,200	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Tampa Electric Co.	119,000	112,506	4,000	11,000	8,000	2,000	9,000	2,000	5,000	12,000	3,000	500	100	2,000
Gulf Power Co.	79,397	74,197	3,760	6,000	3,000	100	2,200	1,200	3,250	4,000	500	300	50	950

* Plus 84,374 Master metered apartment units ‡ Georgia Power & Light Co sold 3-1-57 to Georgia Power Co.

East South Central

	Dec. 31, 1957 (Estimate)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
KENTUCKY														
Kentucky Utilities Co.	205,600	200,547	2,740	12,500	← 12,000 →		4,510	6,560	4,200	10,160	14,000	.....	300	4,600
Kentucky Power Co.	79,500	77,677	2,475	....	← 3,600 →		1,950	.....	.....	.....	.....	.....	.....	1,700
Louisville Gas & Electric Co.	164,400	160,802	2,800	....	.....	.....	1,000	.....	.....	.....	.....	.....	.....	......
TENNESSEE														
Knoxville Utilities Board	65,575	64,767	8,990	8,250	7,600	.....	3,600	3,250	5,200	4,500	1,500	200	150	3,500
Bristol Tenn. Electric System	11,800	11,344	8,600	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Electric Power Board of Chattanooga	72,750	71,400	10,451	5,089	5,370	675	4,052	1,642	5,938	5,752	1,491	200	28	2,405
Memphis Light, Gas & Water Div.	150,471	144,694	3,389	9,500	2,000	500	500	3,250	12,000	8,500	2,000	1,500	100	2,250
Kingsport Utilities, Inc.	17,750	17,694	6,850	....	← 800 →		700	.....	.....	.....	.....	.....	.....	750
Nashville Electric Power Board	104,000	101,936	9,600	6,900	5,500	1,200	5,800	2,600	14,000	.....	.....	.....	.....	3,600
ALABAMA														
Alabama Power Co.	524,816	511,386	3,611	40,000	← 27,500 →		10,500	12,500	19,700	37,700	19,400	.....	220	7,350
MISSISSIPPI														
Mississippi Power & Light Co.	147,555	144,718	2,301	7,000	← 3,000 →		370	4,000	2,500	.....	4,000	.....	.....	1,000
Mississippi Power Co.	84,982	82,009	2,541	5,700	1,000	115	225	795	4,220	2,250	750	100	.....	560

				PERCENT SATURATION													REPORTING UTILITY PLANS ON MERCHANDISING		
Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
2,500	500	300	12,000	95	33	14	7	11	← 91 →		...	5	85	5.3	6	95	122	Yes	Yes
4,800	450	450	...	94	50	30	20	5	17	75	6	7.5	...	...	...	...	260	Yes	Yes
16,000	4,000	3,500	30,000	91.2	15.2	7.2	11	13	→ 73 →		4.4	5	45.9	5.1	5.1	91.7	500	Yes	Yes
16,450	5,131	5,299	50,400	98.9	17	2.7	10.9	23.2	→ 53 →		9.2	9.9	52	8.5	11.3	99	356	No	No
...	...	...	...	...	37	27	...	6	...	...	...	...	...	...	...	...	1,500(LY)	No	No
...	...	...	...	...	62.3	22.9	...	...	...	...	...	11.6	...	...	...	...	1,200	No	No
4,700	350	325	9,600	91	22	5	5	1.5	17.8	70.2	4.8	11.8	74	1.1	1.4	58.5	325	Yes	Yes
...	...	...	...	...	33.2	8.3	...	...	...	...	...	18.5	...	...	...	...	65	Yes[2]	Yes[2]
...	1,000	...	162,000	98	79	55	18	...	27	61	...	...	...	...	...	38	1,200	No	No
20,000	5,000	4,000	175,000	95	78	55	25	5	30	40	1	4	50	4	2	75	1,340	Yes[1]	Yes[1]
...	3,000	3,500	20,000	96	37	27	14	20	35	...	2	4	...	9	6	62	220	No	No
3,000	600	500	5,000	92	52	42	32	20	36	23	...	13	45	6	4	80	125	Yes	Yes
33,000	14,000	2,600	...	93	53	26.1	36	17.9	37.2	34.6	6.2	5.6	73	4.8	2.7	...	...	Yes	Yes
3,700	1,800	1,100	15,000	93	51.7	51	7.2	13.3	26.8	33.5	3	3	60	3.8	2.3	37.4	365	No	No
12,200	6,500	5,000	80,000	93.3	48.8	54.3	7.5	8.2	36.1	...	...	3.3	...	2.7	...	71.1	1,595	No	No
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	No	No
...	1,500	1,000	17,000	98	60	57	18	17	...	...	...	3	...	...	...	80	154	No	No
2,000	400	300	5,000	95.6	42.9	36.4	12	12	45	28	1.5	2.5	43	3	2.4	72	90	Yes	Yes

(1) Ranges, Water Heaters, Dryers, Freezers, Refrigerators, small appliances only. (LY) Last year's figures. (2) Ranges, water heaters and dryers only.

Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
...	900	650	30,000	98.4	37.8	25.3	14.5	6.4	17.3	63.1	3.7	6.9	...	3.5	2.5	63.8	674	No	No
...	...	...	...	...	50	15.2	...	...	...	...	...	8.8	...	...	...	...	425	Yes(1)	Yes(1)
...	...	...	...	...	...	9.4	...	...	...	...	...	...	...	...	...	...	425	No	No
...	220	125	1,500	97.5	82	70	22	20	← 82 →		19	10	70	13	12	65	74	No	No
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	36	No	No
3,904	147	150	6,887	100	93	77	14	39	← 92 →		30	17	88	7	5	65	80	No	No
6,000	1,800	2,000	20,000	91	14	5	20	42	53	74	11	9	88	15	10	82	218	No	No
...	...	...	...	...	83.2	74.6	...	...	...	...	...	14.6	...	...	...	...	26	No	No
...	...	...	14,500	98	89	63	13	32	70	...	...	12	...	...	...	90	115	No	No
31,900	3,250	1,425	60,000	89.9	39.2	20.6	13.7	12.5	23.7	35.9	...	3.3	...	3.3	...	65.1	1,200	Yes	Yes
...	...	...	5,000	87.7	18.7	2.1	16.8	17.7	37.5	...	...	2.7	...	...	...	38.3	350	No	No
...	150	150	3,500	86	16.8	4.7	11.1	20.8	...	...	...	...	...	2.7	...	39.5	250	Yes	Yes

(1) Ranges, Water Heaters, and Dryers only.

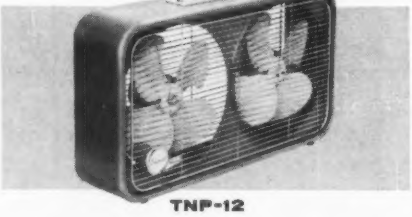
ADDITIONAL CHARTS ON PAGE 234

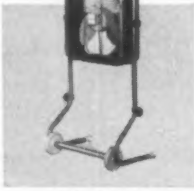
Golden Opportunity

Signal

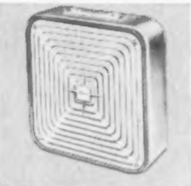
Take the proudest, smartest name in the fan business—add to it the very smartest new fan of the year—and you've got the Signal for a truly great fan-selling season.

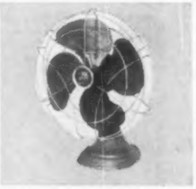
For most dealers, nothing more need be said about Signal's success in the fan business. But if you've missed out on Signal's brand of pre-sold acceptance, you have a delightful surprise coming in real fan-selling fun!


TNP-12

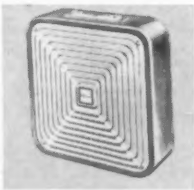

WSM-20

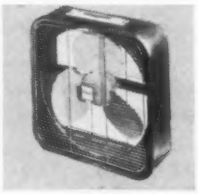

HV-120

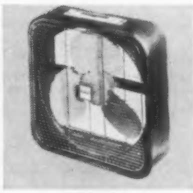

RWP-21

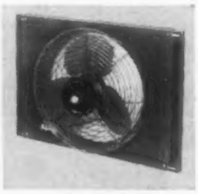

12-1400

See the Signal line, get the Signal deal at Booths, C-281, C-285, NAVY PIER NATIONAL HOUSEWARES SHOW, JANUARY 16-23


RW-20


WS-20


RS-20


RP-20

New! Lower Prices! **Now you can sell the best, for less . . . get the Signal**

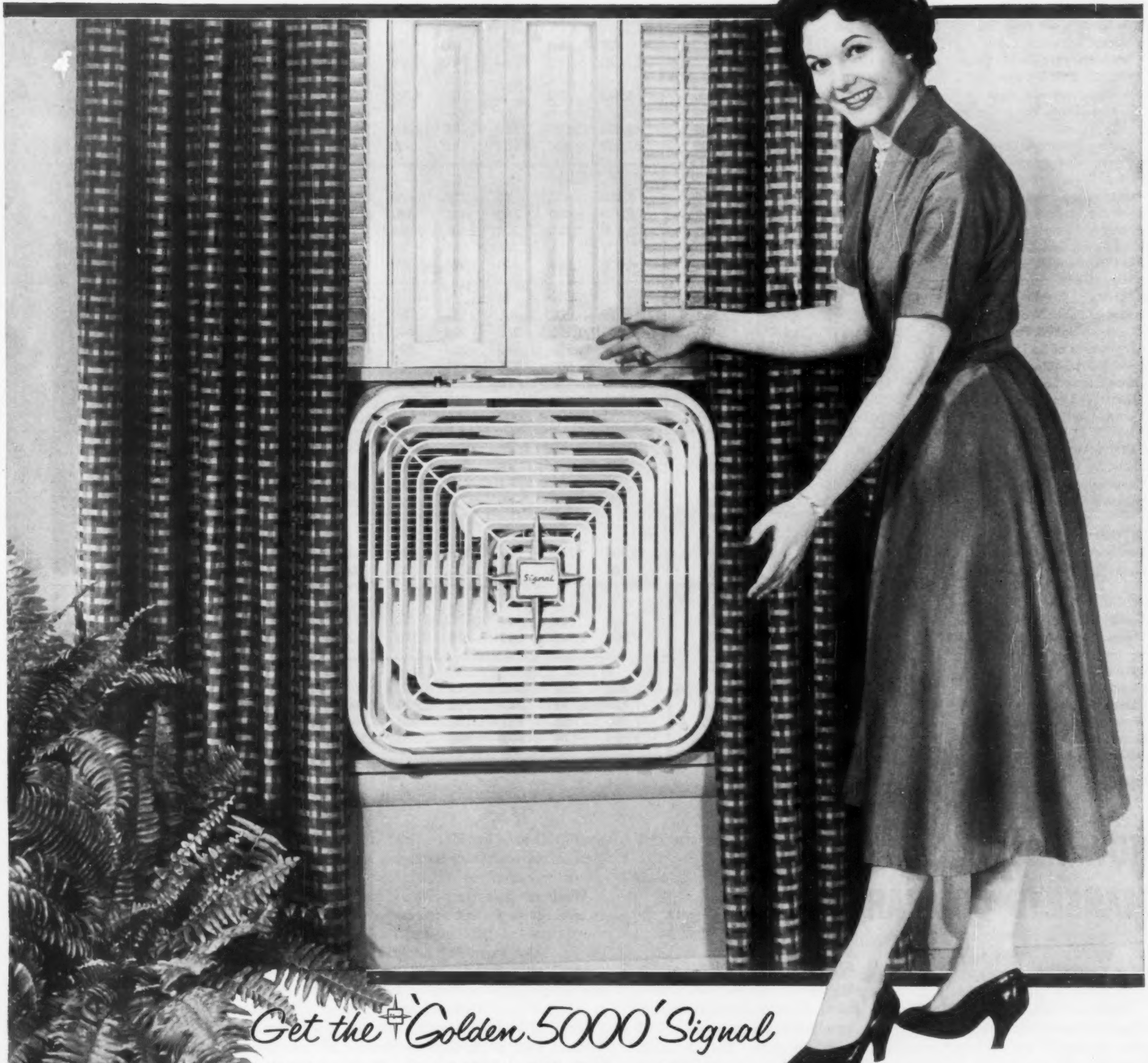
...and get the most complete, most salable, most profitable fan line going. 23 of the most popular fan models to sell—with suggested list prices as low as $17.95, window fans as low as $29.95, all with plenty of "take-home" profit left in. All have Signal's 5 Year Guarantee.

Signal KS

Get the Signal and you get

SIGNAL ELECTRIC DIVISION

...the 'Golden 5000'



Get the 'Golden 5000' Signal

a 20-inch gem among fans, finished in Golden Beige complete with matching window-expander panel, with Golden signature medallion and control panel. Electrically-reversible and portable. With Thermostatic Control and new Pilot Signal Light. Powerful 5000 C.F.M. Signal-built motor with Signal's famous 5 Year Guarantee.

your real share-of-market

• KING-SEELEY CORPORATION • Menominee, Michigan

West North Central

	No. of Domestic Customers			1957 UNIT SALES OF ELECTRICAL APPLIANCES										
	Dec. 31, 1957 (Estimated)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	Refrigerators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
MINNESOTA														
P. K. M. Electric Corp., Inc.	3,300	3,320	4,080	25	140	10	100	150	3	20	50	2	10	125
Otter Tail Power Co.	70,600	70,123	3,200	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Red Lake Electric Corp., Inc.	3,200	3,200	3,336	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Roseau Electric Coop., Inc.	2,375	2,412	2,460	100	75	5	60	78	.....	20	100	25	.....	50
Clearwater-Polk Electric Coop.	1,694	1,689	2,496	60	75	4	60	70	.....	20	40	5	.....	40
Wild Rice Electric Coop., Inc.	4,912	4,774	3,076	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Minnesota Power & Light Co.	55,225	54,140	3,630	3,843	2,972	.....	2,094	1,727	.....	3,334	2,099	.....	71	2,365
Northern States Power Co. and Subs. Cos.	549,000	532,058	3,100	43,000	13,000	3,000	11,000	14,000	11,000	16,000	9,000	500	3,500	14,500
Montana-Dakota Utilities Co.	70,500(LY)	70,500	3,100	2,200	1,400	.....	600	900	400	1,200	400	.....	.....	1,200
IOWA														
Iowa Public Service Co.	104,000	102,921	2,475	6,000	1,400	90	700	1,600	2,000	.....	.....	.....	.....	1,100
Iowa Electric Light & Power Co.	119,700	117,395	2,852	6,000	6,000	750	935	1,100	3,750	5,000	3,000	500	250	2,600
Interstate Power Co.	84,529[1]	70,161	2,960	3,400	2,100	300	2,500	2,300	1,200	2,500	.....	500	.....	3,500
Iowa-Illinois Gas & Electric Co.	91,500	87,621	2,550	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Iowa Southern Utilities	54,900	54,390	2,370	4,000	1,000	500	1,200	1,300	1,000	.....	.....	.....	.....	900
MISSOURI														
Board of Public Works, Poplar Bluff	4,707	4,900	2,052	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
St. Joseph Light & Power Co.	33,900	33,520	2,480	2,200	1,100	200	225	700	900	700	500	150	150	600
City Utilities of Springfield	30,244	31,000	2,290	8,000	700	240	225	790	1,000	2,350	600	110	60	900
Empire District Electric Co.	57,000	55,933	2,090	.....	300	175	241	.....	.....	.....	.....	.....	.....	.....
Union Electric Co.	519,000	510,700	3,164	36,800	← 15,900 →		6,200	9,300	.....	17,500	5,900	.....	.....	16,200
Missouri Power & Light Co.	54,019	53,001	.....	3,000	1,500	150	800	1,600	4,000	1,900	700	100	250	1,200
Kansas City Power & Light Co.	220,000	236,000	2,730	25,000	3,000	2,000	200	8,000	25,000	20,000	3,000	1,000	500	5,000
NORTH DAKOTA														
Sheyenne Valley Electric Coop., Inc.	2,230	2,252	6,000	125	500	5	100	110	.....	25	75	15	35	85
Cavalier Rural Electric Coop., Inc.	1,750	1,762	3,300	75	50	2	.....	30	.....	10	20	1	.....	80
Nodak Rural Electric Coop., Inc.	8,000	7,979	4,800	600	300	50	150	800	200	200	100	20	300	400
SOUTH DAKOTA														
Northwestern Public Service Co.	29,275	29,118	3,300	2,300	800	300	900	400	400	500	200	50	300	1,000
Black Hills Power & Light Co.	21,900	21,470	3,050	850	675	65	225	425	200	1,000	400	50	75	1,000
NEBRASKA														
Consumers Public Power District	93,850	92,867	3,150	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Omaha Public Power District	102,400	99,620	3,600	4,200	3,000	800	600	1,100	4,000	3,700	2,500	.....	.....	2,000
KANSAS														
Board of Public Utilities	38,000	37,000	2,600	2,000	330	50	15	500	1,600	3,000	300	100	400	350
Kansas Gas & Electric Co.	134,150	130,297	3,100	7,720	3,790	440	550	2,680	7,200	9,850	1,770	530	280	5,000
Western Light & Telephone Co., Inc.	35,750	35,398	2,350	1,200	800	100	150	800	1,200	1,500	200	100	125	800
Kansas Power & Light Co.	135,000	131,571	2,590	8,000	5,146	900	600	2,800	8,200	9,500	3,100	.....	.....	4,950

[1] Acquisition and mergers of new properties

HOW REGIONAL APPLIANCE MARKETS COMPARE

STUDY STARTS ON PAGE 222

Home Freezers. Data from 175 companies reveal that home freezer sales decreased by 9.31 percent. Sales per thousand were chalked up at 15.2. Above the national average were the West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific regions. The national projection would be 738,720 sales compared to last year's 814,590 sales.

Room Air Conditioners. Room air conditioners registered a 1.62 increase in sales. Per thousand sales were set at 32.3. With 156 utilities reporting, the projected national sales would be 1,569,780, up from last year's estimate of 1,544,781. Regions topping the average per thousand sales figure were the Middle Atlantic, West North Central, South Atlantic, East South Central, and West South Central (maintaining its gigantic 84 per thousand average).

Washers. Sales of washers decreased seven percent according to the figures of 169 power companies. Sales were 80.7 per thousand. Nationally, this means the sale of 3,922,020 washers in 1957, as against 4,217,090 washers in 1956. The Middle Atlantic, South Atlantic, East South Central, West South Central, Mountain, and Pacific regions equalled or were above the U.S. average.

Combination Washer-Dryers. Sales of washer-dryer combinations registered a 3.2 per thousand national average, according to reports of 113 utilities. Projected nationally, this would mean a 1957 sale of 155,520. Above-average regions were the Middle Atlantic, East South Central, West South Central, and Mountain. There were no comparative figures from last year.

Dryers. Dryers registered a gain of 1.92 percent. Data was compiled from 185 companies. Overall sales would thus be 1,200,420 compared to last year's 1,177,789. Sales were at the rate of 24.7 per thousand. Regions above the national average were the East North Central, West North Central, Mountain, and Pacific regions.

Vacuum Cleaners. Vacuum cleaners were down 8.58 percent

				PERCENT SATURATION													REPORTING UTILITY PLANS ON MERCHANDISING		
Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
25	5	5	150	96	40	33	25	.....	2	98	2	20	60	1	1	75	50	No	No
......	.....	.....	......	87.4	46.7	36.5	15.2	.....	.....	.....	.....	9.3	.....	.....	.....	.....	1,000	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	6	Yes	Yes
63	10	.....	100	95	30	15	20	1	5	95	.....	20	50	1	1	10	35	No	No
10	2	1	120	90	34	19	24	.....	4	78	.....	5	.....	.5	.....	32	12	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	20(LY)	No	No
1,801	185	184	5,507	93	46	32	12	.....	26	65	9	12	65	6	2.5	60	300	Yes	Yes
13,500	4,000	4,000	40,000	92	24	22	15	4	19	78	13	14	80	4	4	70	1,000	Yes	Yes
750	200	100	......	90	48	26	19	3	42	49	8	20	85	2	.....	.....	....	Yes	Yes
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	No	No
2,000	600	800	3,500	99	28.4	39	26	7	28	72	9	18	80	2.3	5	83	900	Yes	Yes
......	200	200	5,000	98	31	39	24	.....	23	.....	.....	15	.....	4	.....	77	500	Yes	Yes
......	.....	.....	......	98	12	2	18	12	45	40	13	25	68	5	7	85	105	Yes	Yes
......	.....	.....	......	94	28	22	19	.....	.....	.....	.....	7	.....	.....	.....	.....	400	Yes	Yes
......	.....	.....	......	90	80	40	40	40	20	70	40	40	90	10	10	90	19	No	No
1,000	100	75	3,000	96	23	9	13	14	34	54	5	8	75	2	2	80	120	Yes	Yes
2,000	224	1,800	4,100	95	30	7	30	18	28	70	15	12	90	9	20	85	27	No	No
......	.....	.....	......	93	21	13	12	9	.....	.....	.....	.....	.....	3	.....	65	280	Yes*	No
......	3,900	4,850	132,500	94	27.3	10.3	13.6	30.6	37	59	.....	31.2	.....	7	9	85	1,200	No	No
1,900	250	250	3,500	93	32	18	21	35	39	48	17.5	7	81	2	2.5	85	286	No	No
25,000	1,500	3,000	......	97	29	6	17	35	45	50	12	15	90	16	26	90	250	No	No
75	25	.....	75	90	70	30	70	1	10	90	20	35	90	10	1	95	25	No	No
......	.....	.....	150	97	58	50	36	.....	3	90	5	40	50	5	2	50	17	No	No
50	100	100	600	90	50	38	45	.....	2	95	5	25	80	5	2	65	150	No	No
500	100	300	2,500	94	48	36	12	5	18	70	20	18	92	1	4	70	350	Yes	Yes
400	90	75	1,500	92	49	20	14	3	35	55	8	13	88	4	4	60	72	Yes	Yes
......	.....	.....	......	94	45	21	16	18	23	67	5	13	75	5	7	60	625	Yes	Yes
......	300	1,300	7,800	78	33.2	14.3	15.4	20	31	.....	.....	14.4	.....	2.3	6	100	110	No	No
......	.....	.....	3,000	99	16	3	.....	5	.....	85	.....	2	98	2	2	85	45	No	No
......	530	1,180	17,500	95	26	4	23	33	54	33	14	17	80	6	13	83	250	No	No
900	100	250	......	95	30	10	35	35	40	50	7	20	90	10	15	.....	200	No	No
......	.....	.....	15,000	96	29	6.2	15	29	44.7	45	.....	12.5	.....	.....	.....	81	425	Yes	Yes

* On limited basis
(LY) Last year's figure

ADDITIONAL CHARTS ON PAGES 236, 237

this year, with sales running 45.9 per thousand. Projected national sales this year would be 2,230,740 compared to 2,439,976 last year. Higher-than-average sales were recorded in the Middle Atlantic, East North Central, East South Central, and Pacific regions. Reporting utilities numbered 108.

Dishwashers. Dishwashers registered the highest increase of any appliance—15.4 percent. With 156 utilities reporting, the appliance sold at a rate of 10.2 per thousand. Projected sales in 1957 should be 495,720, compared to 429,580 in 1956. Best regions across the country were the South Atlantic, West South Central, and Pacific.

Food Waste Disposers. Utility answers to the survey showed food waste disposers to have lost the most ground percentagewise. Answers from 132 companies showed a 20.9 percent decline in sales. Thise would bring projected sales to 471,420, compared to last year's 596,007. Above-average regions were the West South Central, Mountain, and Pacific. The nationaal average was 9.7 per thousand.

Television. Television registered a gain of 6.03 percent, which would place the projected national total at 6,245,100 sets. This is compared to last year's projection of 5,889,891 sets. This year's computation is based on the reports of 148 utilities. The average rate of sale was placed at 128.5 per thousand. Above-average regions were the East North Central, South Atlantic, West South Central, and Pacific.

The total number of appliance-TV dealers registered a decrease, according to the reports of 209 companies. These companies report 69,339 dealers in their areas as of December, 1957, compared to 71,144 in December 1956. This is a loss of 2.54 percent. It should be kept in mind, however, that these figures represent only those companies reporting the number of dealers in their areas for both 1956 and 1957. Actually, 1957 reports from 241 companies indicate a total of 74,961 dealers serving their 38,752,905 customers, or an average of 517 customers per dealer. Projected nationally this would mean a total of 94,004 dealers serving the 48,600,000 domestic and foreign electric customers in the United States.

The biggest gain was in the East South Central region; the biggest loss in New England. Gains were registered in only three out of the nine regions.

The ratio of non-merchandising and merchandising utilities remains about the same—roughly two-to-one in favor of non-merchandising utilities. Despite the fact that this year's summary contains ten fewer utilities than last year's, they nevertheless represent over one million more customers.

Electrical Appliance Market Data by Regions continued

East North Central

	No. of Domestic Customers: Dec. 31, 1957 (Estimate)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	1957 UNIT SALES OF ELECTRICAL APPLIANCES: Refrigerators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
OHIO														
Columbus & Southern Ohio Elec. Co.	229,000	223,067	2,820	16,000	← 8,200 →		1,700	2,000	3,900	10,700	3,600	900	.....	10,500
Cleveland Dept. of Light & Power	47,600	47,445	2,100	....	220	.....	.....	.....	60	.....	.....	.....	.....	400
Dayton Power & Light Co.	222,800	217,319	3,223	14,000	7,925	800	3,700	4,000	2,700	17,250	7,900	.....	300	13,000
Ohio Edison Co.	502,352	488,464	3,507	33,000	14,800	2,000	4,600	6,100	3,800	19,600	7,500	.....	1,600	13,500
Ohio Power Co.	391,800	384,587	3,660	....	← 22,500 →		8,000	.....	.....	.....	.....	.....	.....	22,500
Cleveland Electric Illuminating Co.	480,450	466,363	3,116	36,000	13,600	4,300	4,100	5,500	9,800	36,200	12,500	2,200	1,200	14,900
Toledo Edison Co.	167,813	165,106	3,584	12,300	6,200	.....	1,374	2,000	5,000	12,500	.....	.....	.....	9,000
Ohio-Midland Light & Power Co.	16,572	15,778	.....	1,200	500	150	400	200	300	300	500	150	50	700
Cincinnati Gas & Electric Co. & Subs.	356,215	345,716	2,920	35,460	6,850	2,470	4,850	4,800	11,000	23,100	20,630	425	1,290	9,440
INDIANA														
Municipal Elec. Lgt. & Pwr. Plant	13,785*	13,896	2,296*	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Indianapolis Power & Light Co.	178,500	175,625	3,600	14,700	5,600	.....	4,070	3,500	3,000	8,500	2,500	500	500	5,000
Public Service Co. of Indiana, Inc.	317,700	313,519	3,320	....	9,400	.....	6,500	.....	.....	.....	.....	.....	.....	......
Southern Indiana Gas & Electric Co.	62,235	61,295	3,530	4,248	1,476	.....	800	1,272	2,850	3,972	1,256	.....	45	1,224
Indiana & Michigan Electric Co.	249,500	239,099	4,577	....	← 17,500 →		8,600	.....	.....	.....	.....	.....	.....	20,500
ILLINOIS														
Central Ill. Public Service Co.	193,800	191,585	2,450	10,826	3,996	.....	2,164	4,187	4,043	8,720	7,789	.....	.....	4,477
Illinois Power Co.	270,000	260,246	.....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Central Illinois Light Co.	105,035	103,347	3,277	5,000	1,000	150	1,000	2,000	2,000	6,000	1,000	100	200	8,000
Central Ill. Electric & Gas Co.	55,890	53,990	2,970	4,000	800	200	400	700	1,800	4,000	1,500	60	100	1,500
Commonwealth Edison Co.	1,707,200	1,666,228	2,676	135,000	14,000	3,500	3,200	10,000	35,000‡	99,000	45,000	5,000	1,500	25,000
MICHIGAN														
Upper Peninsula Power Co.	19,000	19,000	3,300	1,200	1,000	50	1,000	150	6	900	1,100	20	20	600
Wyandotte Dept. of Municipal Service	11,900	11,845	2,500	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Board of Water & Light, Lansing	39,500	38,982	4,000	3,800	2,000	200	1,200	1,100	.....	3,500	1,000	200	200	3,500
Consumers Power Co.	733,291	716,536	3,760	36,500	← 23,900 →		23,100	15,800	7,000	.....	.....	.....	.....	14,600
Detroit Edison Co.	1,115,000	1,080,780	3,100	125,000	← 29,000 →		12,000	5,000	14,000	← 66,000 →		.....	2,000	20,000
Michigan Gas & Electric Co.	16,600	16,200	3,500	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Edison Sault Electric Co.	11,425	11,028	2,650	690	335	26	434	63	6	330	405	.....	85	128
WISCONSIN														
Wisconsin Electric Power Co.	428,000	418,766	3,700	21,000	10,000	3,000	5,200	4,000	5,000	20,000	.....	.....	1,000	15,000
Lake Superior District Pwr. Co.	17,150	17,002	4,100	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Madison Gas & Electric Co.	39,770	38,403	4,502	2,300	800	275	275	450	325	1,400	400	150	75	1,250
Wisconsin Public Service Corp.	140,486	136,943	3,097	3,100	2,000	600	3,000	3,200	750	2,500	1,200	120	400	3,000
Wisconsin Power & Light Co.	165,000	162,649	3,100	5,000	5,500	500	4,000	2,700	1,800	5,000	1,000	300	.....	5,500

* As of 8-31-57 ‡ Residential & Commercial

West South Central

	Dec. 31, 1957 (Estimated)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	Refrigerators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air-Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
ARKANSAS														
Arkansas Power & Light Co.	251,250	246,641	2,270	18,000	3,500	1,000	550	9,000	10,750	14,000	6,615	1,612	.....	2,750
Arkansas-Missouri Power Co.	33,500	33,269	2,527	2,800	800	200	225	450	1,200	2,000	.....	100	.....	400
LOUISIANA														
Central La. Electric Co., Inc.	79,500	76,706	2,100	....	1,100	100	40	900	1,500	.....	.....	.....	.....	1,000
New Orleans Public Service, Inc.	153,800	150,861	2,900	20,000	← 1,500 →		.....	6,000	26,100	22,600	3,200	500	100	3,000
Southwestern Gas & Electric Co.	162,700	159,334	2,530.3	14,700	← 1,939 →		320	5,308	12,394	14,598	4,565	.....	157	2,005
Louisiana Power & Light Co.	198,200	189,739	2,430	15,000	2,700	1,300	1,200	10,000	20,000	11,000	6,000	1,000	500	4,000
OKLAHOMA														
Oklahoma Gas & Electric Co.	279,000	276,200	2,420	16,400	← 6,200 →		500	4,800	8,000	13,500	.....	.....	.....	4,500
Public Service Co. of Oklahoma	208,025	206,631	2,559	11,877	← 5,350 →		230	2,700	8,980	← 8,500 →		.....	.....	3,015
TEXAS														
Central Power & Light Co.	190,455	182,884	2,595	18,310	4,865	1,000	2,070	3,740	12,700	14,000	7,900	.....	300	3,190
Southwestern Public Service Co.	140,870	135,453	2,536	10,974	4,474	450	811	6,940	1,543	15,661	1,852	700	335	7,019
Electric Dept., City of Austin	46,100	44,386	2,800	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	......
Gulf States Utilities	237,819	228,619	2,860	15,000	5,688	3,792	1,770	9,830	17,000	10,000	6,000	1,500	1,500	5,744
West Texas Utilities Co.	81,500	80,707	2,600	4,200	2,700	1,500	.....	.....	.....	3,200	.....	.....	225	500
Dallas Power & Light Co.	201,600	194,421	4,033	17,474	2,440	4,485	53	2,591	38,641	16,811	1,473	1,484	130	2,811
El Paso Electric Co.	72,850	69,583	3,200	7,000	2,000	1,000	2,000	2,200	1,200	.....	.....	.....	.....	1,000
City Public Service Board, San Antonio	151,554	147,704	2,572	18,284	← 3,271 →		491	3,944	20,129	16,773	3,723	100	113	1,322
Texas Electric Service Co.	261,147	246,037	3,107	17,000	3,526	3,850	150	10,635	12,500	19,000	1,600	825	400	6,370
Texas Power & Light Co.	295,400	282,900	2,417	24,550	5,500	2,500	600	13,300	22,000	24,800	.....	.....	500	4,600
Houston Lighting & Power Co.	389,000	374,500	3,900	28,000	3,800	5,800	800	8,000	65,000	30,000	4,000	500	.....	7,500
Community Public Service Co.	67,000	63,906	2,350	6,000	1,000	300	250	500	3,000	1,500	500	200	50	750

PERCENT SATURATION

REPORTING UTILITY PLANS ON MERCHANDISING

Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
.....	1,800	2,800	.....	95.7	27.3	8	12.6	7.3	35.4	50.1	.....	25.5	.....	8.2	10	.....	320	No	No
.....	.....	.....	.....	.....	11	.....	.....	.....	.....	.....	.....	7	.....	.....	.....	.....	130	No	No
9,000	2,500	2,500	25,900	91	30.6	16.1	15.5	5.4	42.5	61.8	10.8	23.7	83.2	4.9	5.3	100	475	Yes[1]	Yes[1]
12,900	2,100	4,800	.....	98.5	42.4	15.1	10.1	5.3	25.6	67.7	14.6	17.3	82.3	2.8	5.8	.....	787	Yes	Yes
.....	.....	.....	.....	.....	63	25.7	.....	.....	.....	.....	.....	24.3	.....	.....	.....	.....	950	Yes[3]	Yes[3]
31,000	4,700	5,000	70,200	97	27	11.5	13.5	5	39	56	17	21	91	5.5	6.2	95	650	No	No
.....	.....	.....	.....	98	47	18.5	17	11	.....	.....	.....	27	.....	.....	.....	89	250	No	No
500	100	500	500	95	25	20	15	5	30	65	10	20	20	2	10	65	50	No	No
21,330	3,240	5,610	59,030	96	18	11	18	8.3	36	54	9.7	9.5	80	4.2	6.1	90	695	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	25	No	No
8,000	2,000	2,500	6,000	98	36	14	18	5	42	55	10	15	90	5	5	90	260	Yes	Yes
.....	.....	.....	.....	.....	45.9[2]	29.5[2]	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	925	No	No
1,704	139	148	6,443	98	35	26	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	98	Yes	Yes
.....	.....	.....	.....	.....	65.2	42.3	.....	.....	.....	.....	.....	33.7	.....	.....	.....	.....	440	Yes[3]	Yes[3]
.....	564	.....	18,381	95.7	28.6	19.4	17.4	11.1	.....	.....	.....	7	.....	.....	.....	74.7	667	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	550	No	No
5,000	200	500	.....	92	25	10	12	7	30	70	13	20	85	2	4	60	310	Yes	Yes
.....	300	1,000	5,000	96	16	10	17	14	39	.....	3	13	.....	.....	.....	100	40	No	No
122,750	10,600	11,800	437,000	91	14.3	5.8	8.4	8	30	40	7	6.5	81	3.1	3.5	90	2,000	No	No
500	50	25	3,000	87	45	35	1	.....	6	94	.5	1	85	.5	.5	40	70	Yes	Yes
.....	.....	.....	.....	98	82	8	30	30	50	50	50	50	98	40	50	92	75	No	No
5,000	.....	.....	7,000	98	86	29	27	.....	46	54	21	30	96	.....	.....	98	46	No	No
.....	3,000	.....	108,200	94.8	46.7	28.7	21.9	2.5	.....	.....	.....	13.3	.....	2.5	.....	79.9	1,970	Yes	Yes
.....	6,000	.....	60,000	98	38	11	13	9	← 96	→	18	20	89	3	8	86	1,200	Yes	Yes
.....	.....	.....	.....	98	30	35	5	8	30	65	4	15	95	.....	.....	80	130	Yes	Yes
165	28	22	1,175	87	72	31	8	1	26	60	6	7	69	8	7	76	44	No	No
20,000	2,500	5,000	25,000	99	37	24	17	3	30	58	15	16	90	4	9	97	800	Yes	Yes
.....	.....	.....	.....	94	49	45	16	.....	12	80	6	8	72	4	3	49	125	Yes	Yes
1,725	250	400	4,000	95.5	29.8	6	10.5	4.7	30	52	10	13	77	3.3	7.1	90	40	Yes	Yes
.....	800	900	.....	95	34	27	17	3	17	75	10	12	.....	4	3	85	506	Yes	Yes
.....	500	700	12,000	98	39	32.3	25	2.5	19	70	6.5	19	.....	2.4	3.2	85	500	Yes	Yes

(1) Electric ranges, water heaters and dryers in rural territory only (2) As of 9–1–57 (3) Ranges, water heaters & clothes dryers only

Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
.....	.....	.....	36,300	95	17	3.4	30	20	31	53	.....	5	.....	.....	.....	85	1,150	No	No
.....	150	200	.....	92	37	20	17	.....	35	.....	.....	5	.....	.....	5	.....	100	Yes	Yes
.....	10	10	.....	75	10	.5	30	11	15	60	1	4	.....	.1	.1	60	244	Yes[1]	Yes[1]
6,000	2,000	1,600	39,000	94.1	1.4	.....	12.1	13.3	44.6	25.2	4.1	3	42.2	5	3.4	83	150	No	No
.....	1,151	678	24,495	95.8	9.3	2.5	20.7	28.3	45.4	37.5	5.4	3.7	.....	4.1	3.7	73.6	436	No	No
.....	4,000	1,500	14,000	95	10	6	32	25	42	44	5	7	.....	8	6	75	700	No	No
.....	.....	.....	24,000	93	13.2	1.1	11	22	.....	.....	.....	.....	.....	.....	.....	75	770	No	No
.....	.....	.....	11,900	95	17.7	.9	7.8	30	← 55	→	4	4.7	.....	.....	.....	75	450	No	No
.....	1,200	600	27,000	80	14.3	2.5	19.6	25	35	30	3	4	.....	2.7	3	67	600	No	No
.....	1,008	.....	24,090	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	275	No	No
.....	.....	.....	.....	98	10	5	15	25	40	60	5	15	95	5	2	75	.....	No	No
12,000	5,000	5,000	30,000	90	22.6	6.3	22	16.7	10	10	1	5.2	50	1	1	75	400	Yes	Yes
350	1,500	1,500	5,000	94	22.5	6.5	7	18	52	.....	8	3	60	18	18	35	300	Yes	Yes
.....	4,171	5,089	33,591	95.7	21.5	1	16.4	37.5	52	23	9.2	7.9	.....	12.2	7.4	92	185	No	No
.....	700	.....	14,000	96.8	33.8	26.1	20	2	.....	.....	.....	4.1	.....	.....	.....	85	86	Yes	Yes
.....	1,114	1,250	28,274	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	130	No	No
.....	2,300	1,600	32,000	91	13.5	.5	22.1	16.1	56	30	8	6.7	.....	6	4	80	400	No	No
.....	2,600	.....	40,000	95	15	.....	30	.....	.....	.....	.....	13	.....	4	.....	.....	800	No	No
.....	5,000	5,000	60,000	93	11	1.5	21	34	56	34	.....	9	.....	8	6	89	450(LY)	No	No
2,000	200	200	20,000	99	25	2	35	40	75	20	1	25	95	15	15	95	250	Yes	Yes

(1) Ranges, Water Heaters and Dishwashers only

ADDITIONAL CHARTS ON PAGES 238, 239

Electrical Appliance Market Data by Regions *(Continued)*

Mountain

	No. of Domestic Customers			1957 UNIT SALES OF ELECTRICAL APPLIANCES										
	Dec. 31, 1957 (Estimate)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges Standard	Ranges Built-Ins	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
ARIZONA														
Tucson Gas, Electric Light & Pwr. Co.	56,954	53,924	2,644	3,500	650	450	300	900	450	3,000	1,000	150	200	300
Salt River Project Power District†	53,500	47,798	4,200	8,000	1,000	3,500	300	2,000	4,000	8,000	1,100	19	250	800
Sulphur Springs Valley Elec. Coop.	4,400	4,000	2,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
City of Mesa	4,300	4,210	3,150	200	10	50	3	15	100	150	25	10	70	20
COLORADO														
Mountain View Electric Assn	3,550	3,498	3,300	260	9	71	65	25	5	50	15	14	10	52
Morgan County Rural Electric Assn	2,597	2,575	412	65	30	.....	10	15	40	15	35	.....	5	20
Lamar Light & Power	2,470	2,465	2,400	68	42	20	27	42	33	65	10	20	15	35
Home Light & Power Co	8,500	8,335	3,050	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
H. Collins Light & Power Dept	6,764	6,044	2,588	800	500	200	100	200	300	700	700	100	200	300
Southeast Colorado Power Assn.	4,700	4,824	4,320	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Yampa Valley Electric Assn.	2,664	2,446	2,400	145	125	25	75	150	3	155	10	25	23	140
Public Service Co. of Colorado	256,000	247,781	2,400	23,000	12,000	.....	1,800	3,600	400	23,100	4,000	1,700	300	9,600
Poudre Valley R.E.A., Inc.	4,150	3,964	2,255.6	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Southern Colorado Power Co	39,050	38,352	.....	1,965	630	100	160	425	265	2,305	930	260	70	470
Union Rural Electric Assn., Inc	4,200	4,000	3,600	100	80	10	50	50	5	50	30	10	10	10
Colorado Central Power Co	25,314	23,951	2,860	350	300	100	60	150	100	425	200	100	.....	300
Trinidad Municipal Power	3,275	3,300	2,460	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
IDAHO														
Northern Lights, Inc	3,550	3,500	5,580	150	200	25	175	200	10	150	5	25	10	150
Idaho Power Co	108,000	106,204	6,800	6,000	8,500	.....	7,000	5,000	500	9,000	1,000	700	600	6,000
MONTANA														
Yellowstone Valley Electric Coop., Inc.	2,270	2,238	4,400	50	50	2	30	10	.....	65	20	.....	7	40
Montana Power Co	122,121	120,921	3,700	7,200	6,000	700	1,500	3,300	325	8,000	.....	1,000	.....	7,000
Hill County Electric Coop., Inc	1,900	1,850	7,000	100	75	50	50	60	25	100	70	.....	.....	70
NEVADA														
Sierra Pacific Power Co	32,000	30,171	4,650	2,690	← 1,596 →		1,150	425	.....	.....	.....	.....	.....	.....
Elko Lamoille Power Co	2,057	2,035	2,651	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ely Light & Power Co	2,675*	1,810	1,736	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Truckee-Carson Irrigation Dist	2,000	1,945	5,960	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Southern Nevada Power Co	24,547	22,610	9,510	1,640	← 925 →		305	290	565	1,715	220	.....	230	280
Caliente Public Utilities	350	350	6,000	15	10	.....	15	10	2	15	5	.....	5	20
Mineral County Power System	1,200	1,235	3,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
NEW MEXICO														
Jemez Mountains Electric Coop.	6,100	5,900	1,900	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Mora-San Miguel Electric Coop.	1,985	1,972	1,380	25	6	2	12	15	.....	8	.....	8	.....	10
Roosevelt County Electric Coop	1,800	1,785	4,250	20	15	6	25	18	25	60	20	10	5	15
Raton Public Service Co.	2,410	2,455	3,491	.....	35	.....	61	.....	.....	.....	.....	.....	.....	.....
Public Service Co. of New Mexico	75,300	71,821	2,323	5,400	2,200	.....	350	2,325	.....	5,000	1,900	.....	930	1,300
Springer Electric Coop., Inc	1,835	1,854	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
N. M. Electric Service Co	9,062	8,381	2,739	750	212	20	5	409	120	890	125	.....	25	150
Gallup Electric Power	2,946	2,863	2,280	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
UTAH														
Uintah Power & Light Co	1,047	1,026	4,974	50	50	.....	30	20	.....	50	10	2	10	5
Heber Light & Power Plant	1,340	1,344	6,200	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Telluride Power Co	7,300	7,164	4,400	150	300	15	300	100	.....	250	100	15	100	100
Southern Utah Power Co	4,000	3,797	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Utah Power & Light Co	185,000	181,089	4,050	13,000	9,000	2,000	5,000	5,500	750	14,000	5,000	500	3,000	8,000
Bountiful City Electric Lgt. & Pwr	3,520	3,220	3,216	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Helper City Light & Power	850	825	6,000	50	25	20	50	25	20	50	10	10	20	50
Provo City Power, Dept. of Utilities	7,882	7,864	9,528	681	517	.....	96	193	53	874	187	.....	173	434
St. George City Utility Commission	1,365	1,322	5,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
WYOMING														
Cheyenne Light Fuel & Power Co	13,251	13,449	2,676	450	300	100	20	350	150	975	750	200	100	900
Wyrulec Co	2,130	2,094	4,440	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Lower Valley Power & Light, Inc.	3,100	3,000	4,200	50	40	5	70	60	.....	30	10	20	20	30
Powell Electric Distributing Line	1,272	1,259	1,970	40	2	.....	10	10	1	14	2	2	2	10
Rawlins Electric Co	2,437	2,410	.....	40	39	10	3	6	.....	70	3	30	4	48
Sheridan Div., Montana-Dakota Util.	5,420	5,370	2,136	240	190	40	16	120	45	180	60	6	15	120

* The towns of Ruth and McGill taken over Feb. 1957
† Estimates are for entire community which is partly served by Arizona Public Service Co.

				PERCENT SATURATION													REPORTING UTILITY PLANS ON MERCHANDISING		
Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
1,200	400	300	4,000	95	8	3	3	3	.....	.....	.....	.....	.....	.....	.....	65	58	No	No
......	700	300	15,000	98.4	15.8	8	23	8.9	52.2	35.3	.....	4.3	81.6	5.3	.....	90.1	150	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	33	No	No
60	30	60	300	90	10	2	20	20	50	30	20	10	80	20	30	75	45	No	No
130	7	3	30	92	15	31	15	1	5	90	5	8	60	2	3	65	12	No	No
20	10	5	40	81	33	38	59	9	18	59	2	11	45	.....	.....	80	25	No	No
210	8	20	120	98	32	16	37	15	35	55	12	12	80	8	5	15	15	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	No	No
1,000	500	500	100	80	80	10	25	10	25	90	10	7	90	10	12	60	18	No	No
......	.....	.....	......	63	25	27	47	4	16	66	−1	4	.....	1	.....	34	6	Yes	Yes
200	75	58	100	74	26	12	65	.....	10	76	10	7	78	3	1	2	14	No	No
9,000	1,000	4,500	35,000	99	17	5.7	15	.....	44	48	.....	13	82	.....	.....	85	500	Yes	Yes
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	No	No
1,030	155	650	2,700	90	20	9	14	5	30	60	5	15	90	8	25	70	68	Yes	Yes
50	5	20	50	75	30	25	30	−1	5	90	5	5	80	5	5	50	30	No	No
......	.....	.....	......	98	33	10	12	1	47	50	.....	15	.....	.....	.....	.....	....	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	No	No
50	25	25	200	98.9	51.2	53	39.8	.....	18	57	5	19	60	2	10	85	100	No	No
2,000	700	500	10,000	98	84	81	36	4	60	40	25	35	98	6	3	70	600	Yes[1]	Yes[1]
60	.....	.....	90	95	75	60	30	.....	28	79	7	19	35	3	1	55	20	No	No
......	1,500	1,000	11,800	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	540	No	No
10	10	5	150	90	80	50	25	10	50	50	20	60	90	10	5	40	20	No	No
......	.....	.....	......	91	58	52	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	96	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	8	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	No	No
......	150	175	1,000	95	85	80	25	20	70	30	15	10	90	20	40	80	15	No	No
25	5	.....	......	80	75	75	15	5	50	50	5	10	75	5	1	.....	3	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	9	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	No	No
......	.....	.....	20	60	12	14	15	.....	6	6	.....	6	.....	2	.....	9	24	No	No
12	3	2	375	30	10	8	38	1	20	50	1	1	5	1	1	70	15	No	No
......	.....	.....	100	....	50	47	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	10	No	No
......	450	300	9,630	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	105	No	No
......	.....	.....	......	76	18	16	38	.....	36	65	10	4	5	3	.....	8	20	No	No
......	77	.....	2,400	98	18	.....	.....	.....	60	25	.....	.....	.....	.....	.....	75	30	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	13	No	No
20	5	.....	300	99	52	52	25	5.2	35	65	5.2	20	85	2	.....	33	14	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	15	No	No
......	.....	.....	......	95	88	60	30	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14	No	No
15,000	2,000	4,000	18,000	94	53	30	17	2	38	50	11	15	85	4	5	80	550	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	11	No	No
50	10	10	100	98	75	75	25	10	50	50	20	20	85	5	5	90	5	No	No
573	62	94	983	98	86	17	35	21	51	49	14	15	100	1	9	91	17	No	No
......	.....	.....	......	95	90	75	40	.....	60	40	30	10	90	10	10	60	10	No	No
600	150	150	1,000	97	70	99	33	8	42	68	20	30	96	10	10	96.3	30	Yes	Yes
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	No	No
40	20	20	100	90	70	60	20	.....	25	60	10	15	85	15	15	40	6	No	No
15	5	10	150	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	7	No	No
......	8	10	80	75	65	2	30	1	70	3	10	40	.....	20	5	80	8	Yes	Yes
60	15	20	700	96	42	1	57	1	54	46	10	17	70	7	6	30	22	Yes	Yes

(1) Limited

ADDITIONAL CHARTS ON PAGES 240, 241

Electrical Appliance Market Data by Regions *continued*

Pacific

	No. of Domestic Customers			1957 UNIT SALES OF ELECTRICAL APPLIANCES										
	Dec. 31, 1957 (Estimate)	Dec. 31, 1956 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges Standard	Ranges Built-In	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Washer-Dryer Comb.	Ironers	Dryers
CALIFORNIA														
Turlock Irrigation District	17,400	16,422	4,480	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pacific Gas & Electric Co	1,475,000	1,425,095	2,920	83,000	← 46,000 →		12,900	20,200	10,600	← 100,000 →		300	.....	40,000
Glendale Public Service Dept	42,000	41,165	2,150	.....	1,000	.....	.....	.....	.....	.....	.....	.....	.....	.....
Modesto Irrigation District	22,200	21,517	3,700	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
California Electric Power Co	78,000	71,243	2,450	2,500	325	350	350	225	3,000	3,000	900	75	25	600
Alameda Bureau of Electricity	13,850	13,648	2,300	260	210	30	5	100	.....	250	40	10	60	190
Burbank Public Service Dept	30,510	30,502	2,377	275	185	45	22	20	325	300	60	30	15	150
San Diego Gas & Electric Co	233,252	220,643	2,758–89	22,000	3,000	3,100	2,500	5,800*	2,200	25,000	4,000	1,000	500	2,500
Pasadena Light & Power Dept	41,762	41,349	2,450	.....	615	170	40	.....	.....	.....	.....	.....	.....	.....
Sacramento Municipal Utility Dist	115,000	111,562	3,320	10,350	3,600	3,450	1,450	2,700	2,950	14,500	16,000	1,600	.....	10,000
California Pacific Utilities Co	22,000	21,794	6,050	851	842	94	712	497	260	1,600	700	50	300	.....
Riverside Dept. of Public Utilities	23,764	22,452	2,760	.....	416	272	11	.....	.....	.....	.....	.....	.....	.....
Los Angeles Dept. of Water & Power	731,000	702,000	2,200	79,500	7,500	.....	1,700	4,600	4,200	66,205	3,400	.....	.....	10,500
Southern California Edison Co	1,248,000	1,180,000	2,258	160,000	← 30,000 →		10,000	17,000	12,000	.....	.....	.....	.....	34,000
Imperial Irrigation District	22,100	21,621	6,100	1,600	350	50	150	200	2,500	1,500	700	50	.....	150
OREGON														
Consumers Power, Inc	5,000	4,800	9,600	6	30	.....	100	100	.....	75	15	.....	.....	100
Lane County Electric Coop., Inc	4,565	4,563	8,652	25	40	6	70	75	10	50	15	10	10	50
Central Lincoln P. U. D.	9,550	9,270	9,700	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
California-Oregon Power Co	70,921 (LY)	70,921	.....	3,325	3,225	.....	4,050	1,770	200	4,340	640	.....	150	3,470
Pacific Power & Light Co	208,541	203,596	6,986	20,177	21,983	.....	11,490	10,710	1,356	36,287	6,726	.....	1,436	31,000
Tillamook P. U. D.	3,250	3,050	11,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Portland General Electric Co	212,500	209,897	8,425	16,000	15,500	.....	11,500	7,000	.....	17,500	2,500	.....	1,200	14,500
Eugene Water & Electric Board	22,750	22,221	9,200	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
WASHINGTON														
Grays Harbor County P. U. D. No. 1	17,700	17,580	7,910	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Clark County P. U. D. No. 1	28,250	27,999	9,600	2,000	1,500	250	1,750	500	30	1,250	150	50	200	1,250
Franklin County P. U. D.	5,500	5,309	10,000	.....	.....	.....	.....	.....	67	.....	.....	.....	.....	.....
Tacoma Dept. of Public Utilities	53,500	52,824	9,500	7,200	8,000	700	3,600	2,400	.....	4,200	1,400	800	.....	5,700
Mason County P. U. D. No. 3	5,300	5,216	8,000	100	100	30	60	.....	.....	40	.....	.....	.....	40
Snohomish County P. U. D. No. 1	49,600	48,639	8,200	2,500	← 2,500 →		2,500	1,000	10	2,500	200	100	200	1,800
Pacific County P. U. D. No. 2	6,150	6,004	9,000	130	130	50	220	90	.....	350	40	100	35	250
Washington Water Power Co	103,547	99,465	8,310	9,925	8,800	420	5,175	4,780	200	9,450	3,320	650	300	6,500
Lewis County P. U. D. No. 1	10,538	10,652	8,460	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Grant County P. U. D. No. 2	11,200	11,023	14,250	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Inland Power & Light Co	8,000	7,400	10,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Benton Rural Electric Assn	3,300	3,100	10,310	125	140	30	180	60	50	80	25	60	20	40
City Light–Port Angeles	4,800	4,759	8,300	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Okanogan County P. U. D. No. 1	7,000	6,727	8,100	150	100	25	50	100	50	100	20	20	5	100
Chelan County P. U. D.	13,900 (LY)	13,900	7,700	699	723	.....	778	288	36	832	155	31	17	372
Seattle City Light	203,650	199,858	8,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Puget Sound Power & Light Co	180,000	173,567	7,700	12,000	13,000	600	9,000	3,000	.....	10,000	250	.....	250	9,000
Benton County P. U. D.	8,140	7,982	11,050	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Cowlitz County P. U. D. No. 1	19,700	20,000	12,300	1,000	1,200	100	1,500	.....	20	1,500	75	10	50	1,000
ALASKA														
Alaska Electric Light & Power Co	2,641	2,611	3,682	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ketchikan Public Utilities	2,750	2,700	6,000	50	40	10	40	30	.....	40	20	10	2	.....
Municipal Utilities System	5,300	5,200	2,540	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
BRITISH COLUMBIA														
B. C. Electric Co., Ltd., Victoria	43,350	41,896	3,930	3,310	1,910	65	515	820	.....	1,150	1,100	115	40	475
B. C. Electric Co., Ltd., Vancouver	224,800‡	214,455	4,547	12,407	← 7,935 →		5,715	2,816	.....	6,091	2,702	439	115	3,591
B. C. Power Commission	63,000	57,800	3,700	.....	2,800	8	2,800	.....	.....	.....	.....	.....	.....	.....
HAWAII														
Maui Electric Co., Ltd	8,575	8,600	3,030	407	194	10	202	164	.....	320	98	10	.....	22
Hilo Electric Light Co., Ltd	14,600	14,473	2,700	1,000	500	.....	500	250	25	550	200	.....	.....	125
Hawaiian Electric Co., Ltd	86,750	83,309	4,150	8,150	← 4,250 →		4,700	2,200	200	8,000	1,500	400	200	1,000

* Includes combinations (LY) Last year's figures ‡ Includes 8,800 customers supplied indirectly by utility

				PERCENT SATURATION													REPORTING UTILITY PLANS ON MERCHANDISING		
Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1957	Plan to in 1958
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	24	Yes	Yes
......	22,000	21,400	152,800	87.4	21.8	9.1	15.2	1.9	← 88.2 →		.....	12.9	.....	5.7	5	76.7	2,339	No	No
......	.....	.....	......	65	25	2.5	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	60	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	40	No	No
......	.....	.....	......	85	30	16	10	20	60	30	5	10	.....	.....	.....	.....	100	Yes	Yes
220	80	80	600	96	34	2	7	.....	45	45	11	12	97	1	1	93	5	No	No
......	35	150	......	92	25	2.7	7	11	35	50	8	9	86	5	20	85	19	No	No
15,000	2,500	8,000	40,000	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	400	No	No
......	.....	.....	......	....	16	4	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	21	No	No
......	3,100	3,200	16,950	99.5	26.5	7	21.2	9.7	64.3	23.9	.....	21.6	.....	8.8	14.9	88.2	138	No	No
2,050	275	210	......	97.8	66.2	68.2	22.7	11.5	48	52	26	15.1	98	8	8	50	95	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	31	No	No
......	.....	20,000	103,000	92.2	10.2	3.8	13.6	2.4	81.8	20.2	.....	6.4	100*	.....	25.5	89.2	500	No	No
......	52,000	.....	215,000	88.7	13.5	6.4	12.9	2.9	.....	.....	.....	6.5	.....	6.5	.....	92.2	1,000	No	No
......	.....	.....	......	95	35	16	8	50	60	30	5	5	90	15	8	65	55	No	No
......	7	.....	......	91.9	70.7	74.7	45.2	.....	32.9	57.5	.....	33.5	.....	.....	.....	.....	50	Yes	Yes
25	15	10	100	94	73	74	37	2	36	46	20	35	69	4	1	60	50	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	36	No	No
......	400	130	8,200	....	74	69	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	175	No	No
......	3,380	1,325	45,642	94	72	68	17.5	2.5	64	30	10.2	32	80	2.6	1.1	76	747	No	No
......	.....	.....	......	95	85	80	50	.....	60	30	50	65	75	40	40	90	12	No	No
......	2,100	.....	19,500	97	82	76	28	.....	60	35	8	38	.....	10.5	.....	82	314	No	No
......	.....	.....	......	....	95	95	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	48	No	No
......	.....	.....	......	....	75	80	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	40	No	No
1,000	200	200	1,500	95	85	83	22	.....	36	54	14	25	85	4	3	82	35	No	No
......	.....	.....	......	99	95	85	25	8	45	35	16	25	80	9	8	75	10	No	No
......	1,200	1,600	9,500	99.4	87.1	80.7	32	.....	48	52	.....	52	99.6	18.6	12	78	140	No	No
......	10	.....	......	80	80	85	70	.....	60	40	20	20	.....	.....	.....	75	8	No	No
2,000	1,200	400	4,000	87	80	80	11	1	35	60	8	15	80	9	2	55	163	No	No
90	50	30	150	75	60	60	25	.....	70	45	15	25	65	5	1	25	15	No	No
7,000	1,360	570	20,000	96	90	90	28	5	53	96	18	32	91	17	12	77	435	No	No
......	.....	.....	......	....	62	61	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	25	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	28	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	100	No	No
80	30	20	400	92	85	80	15	3	20	60	3	12	70	6	2	80	60	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	8	No	No
50	10	10	200	95	95	90	50	10	10	70	5	20	70	5	5	60	30	No	No
289	127	74	722	98	82	81	18	4	36	63	10	16	81	3	2	69	35	No	No
......	.....	.....	......	98	87	75	19	.....	55	.....	.....	30	.....	.....	.....	88	300	No	No
......	2,500	700	12,000	97	85	81	22	.....	← 90 →		13	29	.....	6	2	72	300	No	No
......	.....	.....	......	85	90	92	20	30	56	41	.....	40	89	65	15	87	35	No	No
500	100	50	5,000	95	90	90	16	3	40	45	8	50	90	16	3	85	25	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	6	Yes	Yes
100	3	8	40	70	50	35	5	.....	2	98	2	2	75	1	1	12	5	No	No
......	.....	.....	......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	6	No	No
2,550	75	60	4,300	83.2	47.4	16.4	9.1	.....	14.7	78	3.7	3.9	.....	.9	.4	71.1	97	No	No
......	886	220	21,916	84.9	47.4	27.7	6.5	.....	15.3	68.9	4.2	6.4	85	1.5	.7	76.1	333	No	No
......	.....	.....	......	50	40	45	10	.....	20	40	1	3	70	1	1	15	250(LY)	No	No
108	30	30	618	95	57	41	17	.1	24	56	.3	.9	32	3	3	58	13	Yes	Yes
150	50	100	900	95	50	40	15	.....	50	40	.....	10	60	6	5	60	34	No	No
......	750	1,000	10,000	95	55	55	15	3	55	30	2	8	50	5	7	80	170	No	No

LAUNDRY EQUIPMENT

MARKET STUDY STARTS ON PAGE 100

thinking (despite the 2-to-1 advantage they presently enjoy) and ironing machine sales declined still further.

And now let's look at some of these breakdowns in a little more detail:

Automatic Washers. The year 1957 saw 2,865,000 automatic washing machines sold, at an average price of $280, for a total dollar volume of $802,200,000. In 1956, the year before, there were 3,314,000 automatic washers sold, at an average retail price of $275, for a total dollar volume of $911,350,000. In other words, automatic washer business was off 13.55 percent in units and 11.99 percent in dollars in 1957 as compared to 1956.

Conventional Washers. Automatic washers continued to outsell the wringer types by about a ratio of three to one. For the first time since wringer-spinner type washers sold over one million units a year —and that's going back about a quarter of a century—wringer washers sold 990,000 units in 1957 against 1,228,000 in 1956, or a drop of close to 20 percent. Average retail prices of wringers were slightly higher, however (from $151 in '56 to $155 in '57), so that dollar volume for 1957 was only 17.25 percent under the previous year. Figures for wringer washer business show $153,450,000 in 1957 as compared to $185,428,000 in 1956.

But don't discount the wringer washer—and we are not talking about price. There are still thousands of rural communities where mothers and grandmothers have been literally brought up on the wringer washer. They may have heard about these new-fangled automatics, but the combination of habit, plus the economy of the wringer machine, makes them still a favorite in many areas. Farmfolk, inured to daily routines of household chores, accept the wringer washer as a blessing. Nor are they unaware of the fact that service problems on wringers are liable to be less likely than on automatics.

Combination Washer - dryers. Just as the automatic washer was a significant advance on the hand-operated wringer model, so the automatic combination washer-dryer is an even more significant advance, technologically, over the single washer and dryer units. There is still a lot of argument pro-and-con about the relative merits of the combination vs. the washer and dryer twins. The time problem for a wash load with the combination, for example, as compared with the shorter intervals and greater frequency of loading of the paired machines. Naturally, the combination takes less room—a big factor in small-home and apartment dwelling—to say nothing of motels, camps, etc. Then there is the natural desire of the home-maker to embrace the latest in work-saving equipment—one machine that will do the work of two. She is also going to like the fact that her combination will probably cost her less than the price of two separate machines. Say that it is just a natural in the minds of today's home-maker: If you can wash and dry clothes in the same machine, why buy two?

Well, so far, there are only about six manufacturers producing a combination washer-dryer (including Easy, GE, Philco-Bendix, Hotpoint, Westinghouse, RCA-Whirlpool). Last year they made a sales gain whereas the industry as a whole was off. Compared to total washer-dryer sales of 5,174,100 pieces, only 187,000 units were combination washer-dryer sales. But the year before, in 1956, combo sales were 103,600 units so that last year we hit over an 80 percent increase in combination units. Dollar volume in combinations reached $95,370,000 in 1957, compared to $54,390,000 in 1956. Pretty close to double—over 80 percent in units and 75 percent in dollars.

Clothes Dryers. Sales of gas and electric dryers, one of the fastest growing of the post-war major appliances—declined last year for the first time since their introduction in 1944. A total of 1,319,100 units were sold, at an average retail price of $228, for a total dollar volume of $301,273,000. This compares with sales in 1956 of 1,522,600 dryers, retailing at an average of $222, for a total dollar volume of $338,017,600. Dryer business, therefore, was off 13.37 percent in units and 10.87 percent in dollars. But the dryer has an assured future. Close to 8 million of them have been sold since 1947 and saturation stands at about 14 percent of the country's wired homes.

Ironing Machines. Ironers continue to make disappointing sales when looked at in the light of the comparatively lush market for washers and dryers. Last year only 47,900 units were sold, at an average retail price of $218, for a total dollar volume of $10,442,000. In 1956, 64,000 units were sold, retailing at an average of $215, for a dollar volume of $13,760,000. Ironer business last year, therefore, was off 25.16 percent in units and 24.11 percent in dollars.

Considering the fact that there are about 48 million wired homes in the country today and that only about 48,000 ironers were sold, the question naturally presents itself; why does this device sell to only about one-tenth of one percent of the customers? We have pointed out before that the ironer is not a completely automatic device in the sense that an automatic washer or dryer is; it requires the attention and some degree of skill from the housewife. And the fact that declining sales have forced some major manufacturers to abandon the ironer field, means that the business is being promoted today almost single-handedly by one company—Ironrite. Dealers, too, finding no easy demand, have been inclined to drop ironers in favor of TV, air conditioners, and other newcomers.

Replacements and Trade-ins

Our annual Replacement and Trade-in Survey for 1957 throws some interesting light on dealers' home laundry merchandising. A larger number of dealers are selling washers, for instance, than any other product—91 percent of those surveyed; Dealers selling gas and electric dryers showed 85.3 percent, but significantly only 25.4 percent of the responding dealers were handling ironing machines.

Of the more than 300 dealers reporting on home laundry sales, it is interesting to note that the average dealer sold 50 washers a year, 21 dryers and five ironers. On washers, 74.1 percent were replacement sales and only 25.9 percent went to homes not previously owning. Dryers, on the other hand showed only 13.6 percent going for replacements and 86.4 percent sold to homes not previously owning. Ironers, reflecting their low saturation, showed only 14.9 percent replacements and 85.1 percent sold to new owners. These figures follow closely the pattern set during the previous year.

Of the responding dealers, 78.5 percent took trade-ins on washers, 31 percent took trades on dryers and only 15.3 percent handled trades on ironers. The number of trades accepted compared to total sales showed 50.4 percent on washers, seven percent on dryers and 6.5 percent on ironers. As we have pointed out before, the discrepancy between the percentage figures for replacement volume and sales involving a trade-in are explained by the number of customers who decided to either keep their old machine as a standby, who gave it away, or who simply junked it.

The disposition by the dealer of traded-in home laundry equipment shows that by far the largest proportion (40.8 percent) were junked outright. Those washers rebuilt and resold by the dealer comprised 26.6 percent; those resold "as is" amounted to 20.5 percent and the remainder were still on hand in the dealers' premises. Dryers, on the other hand showed only 18 percent junked (up from last year's 8.5 percent); the largest proportion were rebuilt and resold (32.6 percent) or resold "as is" (31.1 percent); the remainder were still "on hand". Nearly half the ironers taken in trade (46.4 percent) were junked by the dealer; about 40 percent were resold and the remainder were still in the shop.

Sales by Regions

Each year ELECTRICAL MERCHANDISING makes an annual survey of appliance sales and saturation by regions, through data supplied to us by about 250 utility companies, serving nearly 40 million residential customers. Many of these companies have access to exact sales figures which are reported direct to them by dealers on a confidential basis. Others make their own well-informed estimates.

(Continued on page 243)

3 Year Sales Summary—CLOTHES DRYERS

	1957	1956	1955
Units Sold	1,319,100	1,522,600	1,396,600
Average Retail Price	$228	$222	$221
Retail Value	$301,273,000	$338,017,000	$309,050,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	6,650,000	5,625,000	4,213,000
Homes Without	41,950,000	41,790,000	41,787,000

See the Spectacular New Roper GAS Ranges!

ROPER'S REALLY GOT IT FOR 1958

Spectacular new concepts in cooking are rolling your way from Roper's vastly expanded manufacturing facilities. Roper for '58 is a broader line, with more popular priced models. More most-wanted features. More technical advances. More of everything to help you sell. With this expansion, Roper has taken a giant stride toward the future. For 1958, Roper's really got it . . . and you're invited to share it.

Stanley H. Hobson, Chairman
John P. Wright, President

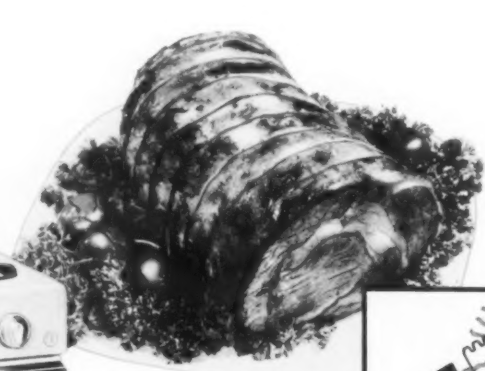
Geo. D. Roper Corp., Kankakee, Ill.

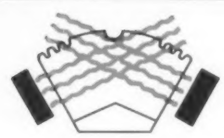
VISIT ROPER SPACE 529, American Furniture Mart • Jan. 6-17, 1958

SPECTACULAR NEW COOKING THRILL...

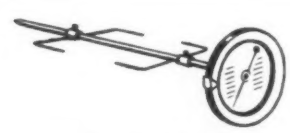
Sensational ROPER

Rotis-O-Grill





COOKS WITH RADIANT HEAT



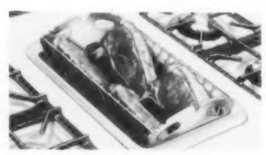
"TEMP-RITE" DIAL ENDS GUESSWORK

NEW TOP-OF-RANGE COOKING CONVENIENCE

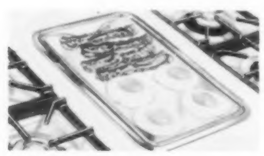
So handy! So versatile! A new high in rotisserie convenience, right up on top of the range. Unique twin radiant gas burners cook with fast, penetrating, radiant heat. Foods cook faster, taste better than ever. Easy-to-read "Temp-Rite" meat thermometer shows internal temperature, ends guessing. Lightweight parts lift out for easy cleaning at sink. Parts store in range.

4-WAY COOKING CENTER

MOTORIZED ROTISSERIE
Sturdy motor revolves spit slowly, steadily. Accommodates a heavy roast or a row of sausages. New cooking fun, convenience.



VERTICAL BROILER
Strong racks hold steaks and chops in perfect position for best broiling. Radiant heat can char meat's surface, if desired.



SPATTER-FREE GRIDDLE
Recessed pan prevents spattering, won't mess up range. Aluminum conducts heat evenly, for uniform results every time.

CONVENIENT WORK SURFACE
Chrome griddle cover fits flush with range top. Easy to clean. Provides welcome work surface, adds a decorative touch.

ROPER *"America's Finest GAS Range" Now Finer Than Ever*

Roper Offers A GAS Range To Fit Every Budget

Superb, fully automatic "Gourmets". Feature-packed "Deluxe" models. Popular-priced "Value Line" series. Special promotional models. All built to Roper's high standards. All give years of trouble-free service. Whatever the price, Roper offers "America's Finest Gas Range Value."

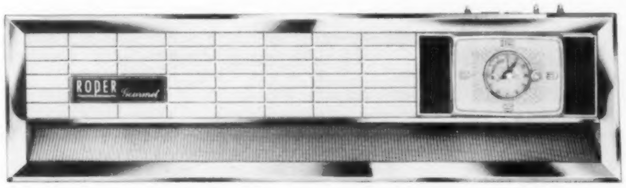
Spectacular Roper Features for More Effective Selling

KING-SIZE 20" WIDE "BAKE-MASTER" OVEN

Removable Oven Rack Guides

Wire guides lift out for fast, easy cleaning. Oven wall is smooth, flat, without dirt-catching ridges or crevices. Guides are safe, strong.

On 36" Roper gas ranges. Full 20" wide, 18" high, 16" deep. Bakes and roasts more at once, yet it's extremely economical. All-around insulation plus fresh air circulation makes fullest use of heat. A blessing for holiday meals and big family dinners. Feature it.



"Insta-Set" Back Panel

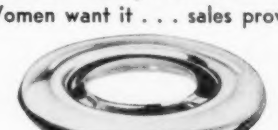
Concealed lamp casts soft, shadow-free light over entire range top. Panel includes smart, easy-to-read "Insta-Matic" clock. Outlets plus switches for lamp, oven light and rotisserie mounted on top, next to handy condiment shelf. Adds distinctive beauty to the range.

"The Burner With a Brain"

SALES-PROVEN ROPER Tem-Trol

AUTOMATIC TOP-BURNER HEAT CONTROL

"Tem-Trol" offers automatic top burner cooking at its best. Precision-engineered and built as only Roper can, it's been the hottest selling feature in the industry for two years. Women want it . . . sales prove it.



"Circle-Simmer" Speed Top Burners

Perfect companion to Roper "Tem-Trol". Extreme flexibility. From higher "high" to lower "low", with no "gaps". Cast-iron body with gleaming chrome burner cap . . . extra-easy to clean. Available on most models.

PLUS A HOST OF OTHER OUTSTANDING ADVANCES

ROPER COOKS WITH GAS . . . America's Favorite Fuel for cooler, cleaner, faster, safer, thriftier cooking.

HOME LAUNDRY

STUDY STARTS ON PAGE 100

Latest figures on home laundry equipment sales show washer sales nationally at 81 units per thousand customers served (automatic and conventional models combined). Projected to total U.S. wired homes of 48,600,000 that would mean 3,922,000 units—slightly higher than the 3,855,000 actually shipped, but a remarkably close check. The previous year's washer sales were 89 per thousand customers. Dryer sales remained steady with the previous year at 25 units per thousand customers, or about 1,200,420 projected nationally. This figure is a little lower than the 1,319,100 reported shipped by the manufacturers. Washer-dryer combination units were reported on for the first time and showed 3.2 units per thousand customers, or 155,520 units projected nationally. Ironers showed 2.2 sales per thousand customers—an unrealistic figure when compared to manufacturer shipments.

The two regions of the country leading in washer sales per thousand customers were the Mountain and East South Central areas, each with 96 sales per thousand customers. The year previous it was the Mountain and West South Central with sales of 106 per thousand. Close behind, however, in 1957 were the South Atlantic and Pacific regions with 94 and 93 unit sales per thousand customers, respectively. Pacific and Mountain led in dryer sales with 35 per thousand, followed by East North Central and West North Central with 29 and 27 per thousand, respectively.

Design Trends

Significant design trends in last year's automatic washers and dryers—and the 1958 models introduced in the fall—included such features as water temperature controls to provide hot, warm, cool

(*Continued on page 246*)

"YOU GENTLEMEN PROBABLY KNOW WHY I'VE CALLED THIS LITTLE MEETING."

IT BREAKS

2 SURPRISE VALUES! NEW ADMIRAL HIGH FIDELITY TV!

New low prices! Plenty of room for trade-in wheeling and dealing! Slimline! True High Fidelity Sound!

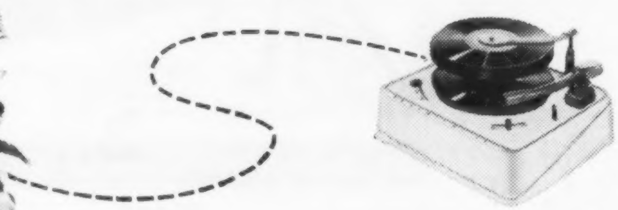
New! The Claridge, Model TH21E51. 21″ high fidelity *swivel* consolette. 3 hi-fi speakers. Famous 5-watt audio power pack in the back. Extra powerful 330 chassis. Dual hi-fi tone controls. Slimline 110° picture tube.

New! The Stratford, Model CH21E26. 21″ high fidelity full console. 3 big hi-fi speakers; 8″ woofer, 5″ mid-range, and super tweeter. Separate 5-watt hi-fi amplifier. Separate hi-fi bass and treble controls. 110° picture tube.

SURPRISE VALUE HIGH FIDELITY PHONO OFFER

A great traffic builder! A history-making new low price!

The Seton, Model CH21F54



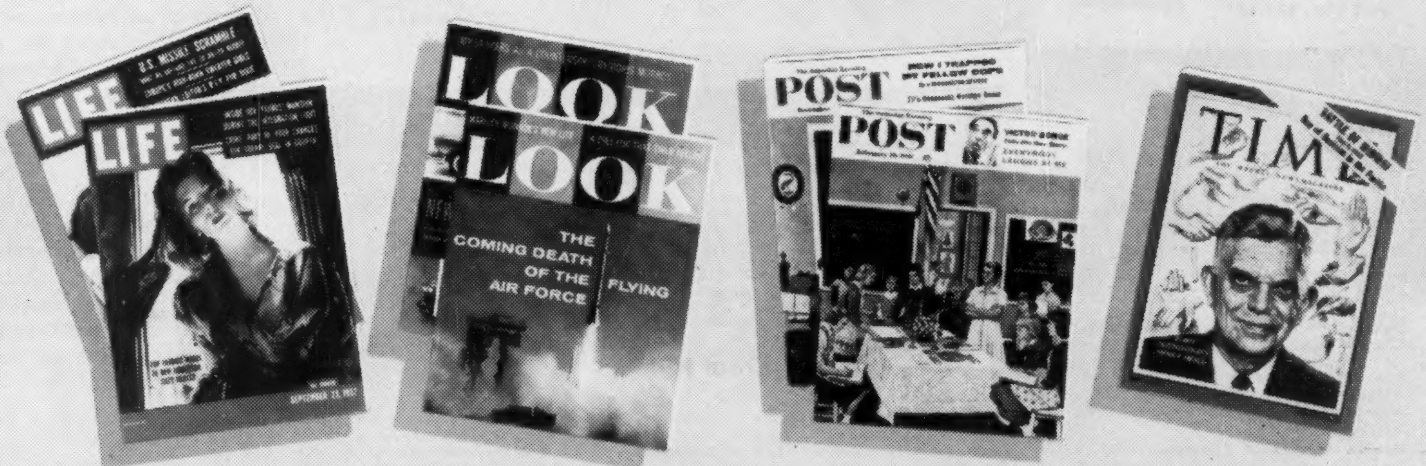
Step them up by offering our special Surprise Value "2 for the price of 1" deal. Record changer plugs into TV phono jack. Converts TV into complete High Fidelity Phono system, too. Ride the crest of the hi-fi boom with this sales' clincher.

JANUARY 16

Get ready for the 2nd Annual Surprise Value Sale. A great success last year. Now in '58, Admiral doubles the advertising fire power behind it. And it features *big profit* High Fidelity TV.

40 DAYS OF ADVERTISING DYNAMITE

7 full page ads reaching over 35,000,000 families in the 40 days that will shake sales loose!



Get Ready for the Big 40-Day Push...

CALL YOUR DISTRIBUTOR RIGHT AWAY

Admiral®

HOME LAUNDRY

STUDY STARTS ON PAGE 100

and cold water for both wash and rinse cycles; detergent dispensers; water conditioner injectors for rinse water; separate cycles for the new delicate fabrics or synthetics; pre-wash soak cycles; lighted push-button controls; fabric selector keys; suds savers; water meters and clock timers that may be pre-set.

Dryers were also improved to meet the demand for "wash-and-wear" fabrics. Current dryers feature time and temperature controls that may be set for any period required; fabric protector dials with heat settings calibrated according to the type of fabric; many are also calibrated warm low, high and fluff-and-tumble for drying without heat; some thermostatically controlled timers have settings for light, normal or heavy loads and automatic shut-off. Other features to be found include refreshers to add scent; no-heat settings for rubber or plastic fabrics; wrinkle remover tumble action at room temperature in the final five minutes; and racks for heat and air only.

The Outlook for 1958

Like many others in the industry we were a little over-optimistic a year ago in predicting that 1957 would equal or even surpass the previous year. But if employment, incomes and home building hold their present levels, we see no reason for a further decline in the year ahead. However, we would be dubious of an increase over 1957 of more than about five percent judging from talks with some major producers. One company, Hotpoint, in their ten-year forecast of all major appliance sales see a rise of 400,000 units for automatic washers; a rise of 250,000 units for electric dryers and a rise of close to 100,000 units for washer-dryer combinations. The latter looks reasonable judging from the increasing acceptance of the combination unit—but some gain may be at the expense of single units. *End*

"HE MIGHT GROW UP TO BE PRESIDENT . . . OR EVEN ANOTHER SOL POLK . . !"

Excitingly NEW FOR '58

MITCHELL

ROOM AIR CONDITIONERS

Everything You've Been Looking For:


1 A True Portable for volume selling!


2 An ALL NEW prestige line for step-up selling!


3 A Low-cost, high capacity line for real profits!

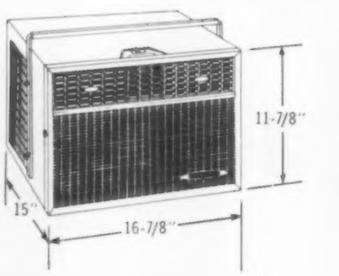
1 MITCHELL PORTABLE

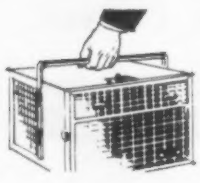
ROOM AIR CONDITIONER

A NEW PORTABLE APPLIANCE FOR 1958

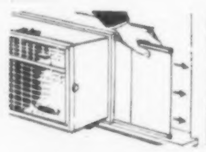
...DESIGNED FOR VOLUME SELLING!

...PRICED FOR VOLUME SELLING!

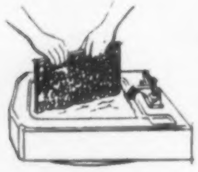




BUILT-IN CARRYING HANDLE makes the Mitchell Portable the first real carry-about room air conditioner. Comfort will not be limited to only one room as with permanently installed units.

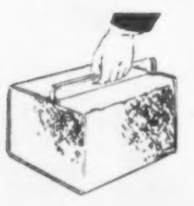


EXCLUSIVE "MINUTE-MOUNT" A snap-in window-mounting kit that installs in minutes. Move the portable from room to room and the window kit goes along... expands to fill, wide windows... contracts to fit narrow windows.



NEW WASHABLE MICRO-STATIC FILTER—Washes out easily so that it can be used over and over again... no more inconvenience caused by running out of replacement filters.

PLUS THIS MARGIN BUILDING ACCESSORY



PROTECTIVE LEATHERETTE CASE

Since the Mitchell Portable can be as easily carried from the city to the country as it can be stored in a closet, this attractive accessory case will be a wanted item that will help build the margins on each sale.

- ☆ Opens a Profitable New Market
- ☆ 62 Pounds Light
- ☆ Small as a Portable TV Set
- ☆ Uses less current than a Toaster
- ☆ No Installation Problems
- ☆ Operates on less than 7 Amps.
- ☆ Carry it from Room to Room
- ☆ The First Truly Carry-Home Air-Conditioner

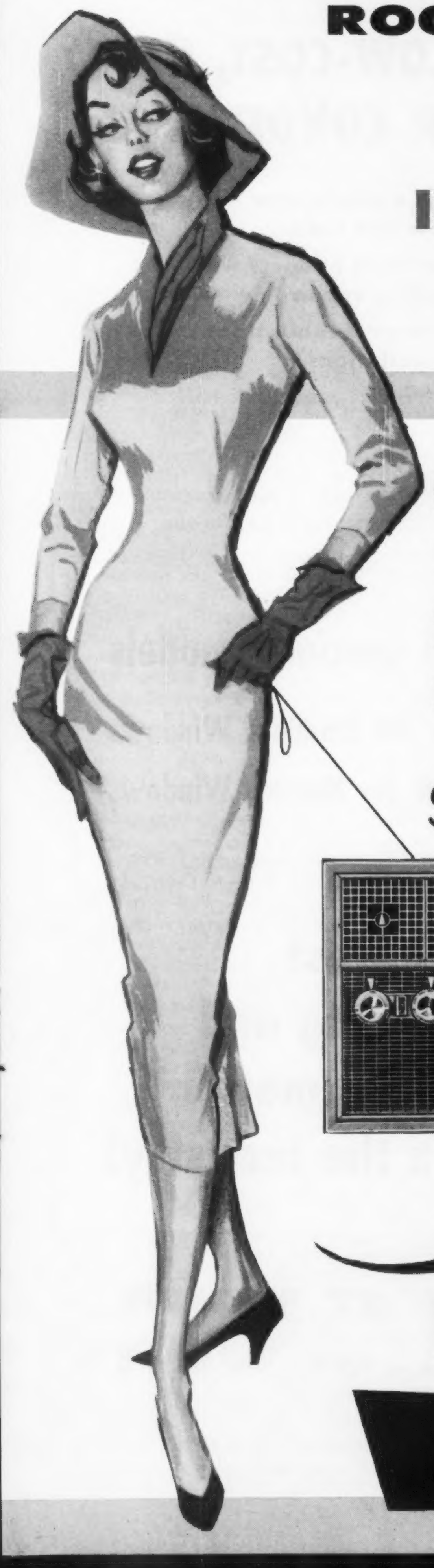
COOLING CAPACITY VERIFIED by Independent Testing Laboratory

2 MITCHELL *Slim 'n Low*

ROOM AIR CONDITIONER

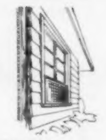
AN ENTIRELY NEW LOOK IN A PRESTIGE LINE FOR 1958

COOLING CAPACITY VERIFIED by Independent Testing Laboratory



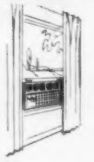
Only MITCHELL has

1 NO UNSIGHTLY OVERHANG

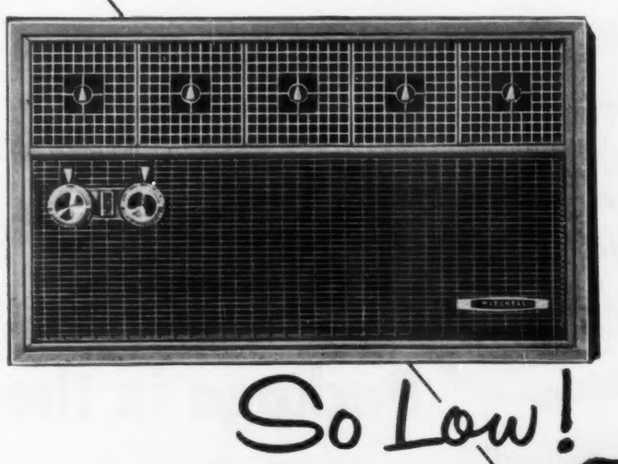


2 DOES NOT OBSTRUCT YOUR VIEW

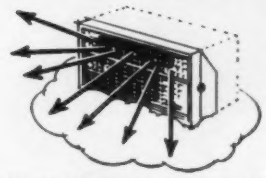
3 FITS FLUSH INSIDE, TOO



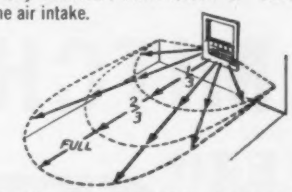
So Slim...



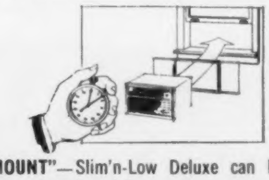
So Low!



FLOATING AIR CHAMBER—The first room air conditioner to feature the "Floating Air Chamber". The entire room air distribution system "floats" on a cushion of ½" expanded polystyrene that completely eliminates condensation or "sweating" and insulates the air intake.



EXCLUSIVE NEW "VARIABLE-AIRE"—Here's a sales feature that makes sense. You can demonstrate how to regulate the amount of ventilate air brought into the room or the amount of air pumped out of the room with a turn of the Control Dial.



"MINUTE-MOUNT"—Slim'n-Low Deluxe can be removed for the winter or transferred from room to room without dismantling the mounting assembly. With a new one-piece mounting frame, the new "Minute-Mount" permits a new ease of handling.

NEW WASHABLE MICRO-STATIC FILTER—The new Mitchell Micro-Static Filter washes out easily so that it can be used over and over again... no more bother and inconvenience caused by running out of replacement filters.

AVAILABLE IN FOUR PROFIT PACKED MODELS

Slim'n-Low "Imperial"
Model B10H-2—1 H.P., 230 Volt
Model BA20H-2—2 H.P., 230 Volt
Model B20H-2—2 H.P., 230 Volt

Slim'n-Low "Deluxe"
Model F17H-1—1 H.P., 7½ Amp., 115 Volt

Everything Excitingly New for '58

3 1958 MITCHELL JUBILEE

REAL PROFITS IN A LOW-COST, HIGH CAPACITY ROOM AIR CONDITIONER

- Opens up a whole new market in the low cost field
- Ideal for small budgets with large cooling requirements
- Perfect for profitable store and office installations
- Creates traffic . . . builds profits

FIVE MODELS TO FILL EVERY NEED . . .

Model A37H-1	Model A12H-1	Model A12H-2	Model A15H-2	Model A20H-2
3/4 H.P., 7 1/2 Amp., 115 Volt	1 H.P., 12 Amp., 115 Volt	1 H.P., 230 Volt	1 1/2 H.P., 230 Volt	2 H.P., 230 Volt

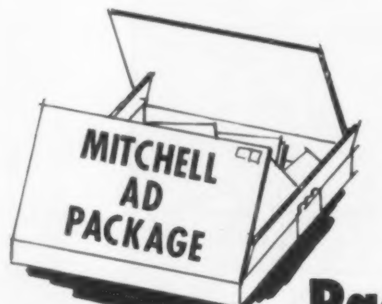
MITCHELL "M" SERIES

A Complete line of specialty models

★ For Casements ★ For Standard Windows

★ Through the Wall ★ For Narrow Windows

PLUS



The Hottest Advertising and Sales Promotion Package in the Industry!

SEE THE 1958 LINE NOW AT YOUR MITCHELL DISTRIBUTOR . . . or WRITE

MITCHELL MANUFACTURING CO. *A DIVISION OF CORY CORPORATION, 3200 WEST PETERSON AVE., CHICAGO 45, ILL. IN CANADA: 19 WATERMAN AVE., TORONTO, ONT.* In Mexico: Mitchell-American, 78 Orinoco, Gral. Anaya Mex. D. F.

REFRIGERATORS AND FREEZERS

MARKET STUDY STARTS ON PAGE 103

the first nine months of 1957, the 4-7 cu. ft. category only accounted for 1.7 percent of shipments; 8-ft. boxes for 18.4; 9-10 ft. boxes for 20.3 percent and the 11-ft. and over size for 59.6 percent of the business.

The same trend is evident in the freezer business. Models of 8 cu. ft. and under accounted for only 3.7 percent of total sales in the first nine months of 1957. The 9–14 ft. category did 38.1 percent of the business; the 15–17 ft. boxes did 26.8 percent and the 18 ft. and over sizes took 31.4 percent. The figures include both chest and uprights, but it should be noted that the upright models accounted for 54.5 percent of the total freezer sales of those manufacturers reporting to NEMA.

Sales By Outlets

An analysis of outlets selling both refrigerators and freezers indicates a continuing dominance of appliance stores as the chief source of these unit sales. In the eight years ended in 1955, 32.4 percent of total sales was the lowest percentage figure accounted for by such outlets. In 1956 it was 34 percent, a percentage that was approximated this past year. This same study of a representative group of NEMA refrigerator members showed plumbing and heating contractors, builders and government agencies as accounting for 17 percent of sales; department and furniture stores each accounting for 15 percent; hardware, farm implement and general country stores, and outlets for automobiles, automotive parts, tires and gasoline as another 9 percent, and all others 10 percent. This last group includes utilities, jewelry, music, and drug stores, dairy, fuel and other outlets.

A similar dominance of sales through appliance stores continues evident in the sale of freezers. These outlets in 1956 increased their percentage to 41 percent from the 35 percent in 1955, and continued on the same level in 1957. In the case of freezers, however, hardware, farm implement and general country stores, and outlets for automobiles, automotive parts, tires, and gasoline are second in importance with 20 percent of total sales. The "all others" category—jewelry, music, etc.—accounted for 19 percent; furniture stores 12 percent; department stores another 3 per cent; and plumbing and heating contractors, builders, and government agencies 5 percent.

Regional Sales

There is a decided contrast between the sale of refrigerators and the sale of freezers as they relate to population areas. Distributor sales as reported by NEMA show that refrigerators still sell best in high population areas, in the metropolitan cities of a million population and over. In fact, for cities of 250,000 and over, including these million-and-over areas, some 37 percent of sales are made. This high proportion was attained both in 1955 and 1956 also. The second most significant category is that representing cities of 25,000 to 250,000. This takes 28 percent of total sales. Areas of from 2,500 to 25,000 population account for 24 percent of total sales, and those below 2,500, 11 percent of sales.

With freezers this pattern is somewhat reversed. Population centers of from 25,000 to 250,000 take the biggest percentage of total sales, 36 percent. Areas from 2,500 to 25,000 show up strong with 31 percent, and those under 2,500 also show surprising strength with 21 percent. Centers with populations of 250,000 and over account for only 12 percent of total freezer sales. From this pattern it is readily obvious that the great rural areas of the country are still capturing a healthy share of the freezer business, and that freezers, though selling in big metropolitan centers, do not rack up the rousing percentages of smaller communities.

Regional analyses give further indications of the sales pattern of both refrigerators and freezers. ELECTRICAL MERCHANDISING's annual survey of utility sales territories covers some 39,600,000 domestic and rural electric customers. By projecting this to 48,600,000 customers, or the total of U. S. wired homes, the sales of refrigerators come to 3,606,120, closely paralleling EM's own figures this year. This works out to 74 sales per thousand utility customers or a drop from a pattern of the last two or three years when this stood at 78 and 79. Four different areas of the country were again above this average. Topping them all was the Pacific area, with 88 sales per thousand. In second place was the South Atlantic area, with 83 sales per thousand. The West South Central and East North Central followed, with 79 and 75 sales per thousand, respectively.

Utility reports from the same areas put the freezer sales projection at 738,720, a drop of almost 100,000 from a year ago. This averaged out for the country to 15 sales per thousand customers surveyed. Here again four areas of the country showed averages far ahead of the national average. At the top of these areas was the West South Central area with 30 sales per thousand. East South Central followed with 26 sales per thousand, while the Mountain area averaged 24, and the West North Central 22 sales per thousand.

Seasonal Sales

Despite the insistence by many retailers that such major appliances as refrigerators are a year-round business, sales of these units reflect periodic strength.

By months, right from January to September, manufacturer shipments vacillate between 7.5 and 11 September, manufacturer shipments vacillate between 7 and 9 percent, with the peak single month being in March, with 10.9 percent of total shipments. Analyzed by quarters, the second quarter reflects top shipments, with 28.3 percent. First quarter shipments are next with 27.8 percent, and the third quarter follows, with 25.4 percent. The final quarter drops down then to 18.5.

Freezer shipments by manufacturers show the same January-to-September strength of movement. In this period 81.29 percent of all freezers are shipped. July is the heaviest month for freezers, however, with 10.72 percent, and the third quarter, including July, August and September reflect the highest shipment percentage, 28.40 percent. The second quarter reflects 27.70 percent, the first 25.19 percent. Again in the final quarter there is a noticeable drop. In October, November and December, 18.71 percent of freezer shipments are made.

Look Ahead

Looking ahead, the 1,200,000 additional wired homes expected for 1958 will push the wired homes total to 49,800,000. And estimated refrigerator shipments to the market represented by these homes is expected to be 3,500,000 for 1958. This represents a nominal increase of some 150,000 refrigerator units.

Freezer business similarly will increase in 1958, from the 1957 figure of 925,000 units to at least 950,000.

For the year ahead, it is also expected that combination freezer-refrigerators will continue to gain in popularity. Manufacturer lines reflect token numbers of plain refrigerators, single models of refrigerators with freezers at the top, and good representations of combinations, particularly two-door units with the freezer in the top. Such features as ice ejectors and square look design are becoming standard. With Freezers, chests and uprights will continue to split pretty evenly in popularity. Freezer lines of 6 and 7 models are showing heavy representation in the 13 to 20-cu.-ft. class, and such units will augment even refrigerator-freezer combinations in the future. As for price, cost pressures will tend to move prices upward in the year ahead.

A final portent for the future is the fate of the gas refrigerator. Servel, of course, bowed out of the field early in 1957. However, up to four manufacturers have been surveying the gas refrigerator market. Under the circumstances, 1958 may well turn into the year in which more than one manufacturer adds such units to existing full lines of kitchen appliances, thus moving into the gas merchandising area vacated by Servel. End

3 Year Sales Summary — HOME FREEZERS

	1957	1956	1955
Units Sold	925,000	975,000	1,100,000
Average Retail Price	$375	$390	$400
Retail Value	$346,875,000	$380,200,000	$439,945,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	9,350,000	8,550,000	7,715,000
Homes Without	39,250,000	38,865,000	38,285,000

RANGES AND WATER HEATERS

MARKET STUDY STARTS ON PAGE 104

ranges and the propensity on the part of the house builder to regard them as his exclusive property it isn't surprising that the appliance dealer's share of overall range sales has declined from 37.1 percent in 1948 to 33 percent in 1956 (NEMA), while builders (and plumbing-heating contractors and government agencies) increased their share from 5.5 to 20 percent between 1948 and 1956. From 1955 to 1956 department stores' share declined from 11 to nine percent, furniture stores from 13 to 12.

In contrast, electric water heaters, which have not been in recent years a mass volume item for most appliance dealers, gained in sales between 1955 and 1956 through such outlets as department stores (up from two to three percent) and miscellaneous retailers like utilities, jewelry stores, etc., (up from 13 to 16 percent) while the appliance dealer's share fell from 22 to 18 percent and builders (and plumbing-heating contractors and government agencies) increased their share from 46 to 49 percent. The traditional reason for the big differential between the appliance dealer's share of the range market and the water heater market is that the latter appliance requires more elaborate installation. However, as built-in ranges continue to grow in acceptance, perhaps eventually to exceed standard range sales, installation involves more than a simple electrical connection. Carpenters, cabinet-makers and kitchen remodellers get into the act—which tends to deprive the plug-in type of dealer of some of his market. By 1967, according to Hotpoint estimates, built-in range shipments will have reached 1,600,000 a year and saturation will stand at 19.8 percent of 58.2 million wired homes. By the same period, standard range shipments will have declined to 900,000 a year and saturation will be 17.2 percent.

How Many Dealers Sell?

Despite the growing importance of the builder in range sales, just about as many appliance dealers were selling ranges in 1957 as in 1956.

According to respondents to this publication's annual Replacement and Trade-in Survey, 79.8 percent sold ranges in 1956, 79.3 in 1957. Despite the overall decline in sales, 1957 respondents sold more units (an average of 20 each in the first eight months) than the 1956 respondents (17 units per dealer).

The same survey reveals that a certain amount of at least temporary stability characterizes the replacement market for electric ranges and water heaters, a development in some contrast to most of the newer major appliances (see *More and More a Replacement Market* elsewhere in this issue). According to survey respondents, 62.2 percent of all ranges sold in 1957 went to customers who already owned them. While this ratio represents a slight increase from the 59.7 percent reported for 1956, it is smaller than the 63.6 percent in 1955. Of course, the long trend is upward—as evidenced by the fact that the replacement ratio was 30.7 in 1948—but there has been relative stability during the past three years. The same thing is true of the trade-in ratio. In 1957 42.6 percent of all range sales involved a trade-in; in 1956 the figure was 42.7, in 1955 it was 35.1, in 1954 it was 40.8.

One reason for the stability of replacement sales is the growing use of electric ranges, particularly built-ins, in new homes. The trade-in ratio's equal stability may result from the increasing tendency among dealers, particularly those in metropolitan areas, to shy away from trade-ins and to even offer, if necessary, a trade-in allowance without actually taking physical possession of the old range.

Water Heater Replacements

Water heaters were sold as replacements in 44.7 percent of 1957 sales, a slight gain from the 43.6 percent of 1956, but substantially below the 51.1 percent figure of 1955. The ratio of trade-ins actually declined to 10.5 percent from the 1956 figure of 12.2. As with ranges, long-run trend is upward for replacements and trade-ins.

The Pattern of Sales

Between 1955 and 1956 (latest year available from NEMA figures) the pattern of sales by size of town varied very little for water heaters but shows a continuance of the trend to dominance by larger communities for ranges. For example, towns of 25,000 and under accounted for 55.2 percent of total range sales in 1950; in 1956 the comparative figure was 45 percent, down a shade from 47.8 in 1955. Towns of under 2,500 alone dropped their market share from 16 to 15 percent in just one year, while towns of 2,500 to 24,999 dropped from 32 to 30 percent in the same period. In contrast, communities of 25,000 to 249,999 gained one percent and cities of 250,000 and over gained two percent.

Water heater sales in towns of 25,000 and less accounted for 57 percent of the total market in both 1956 and 1955, according to the latest NEMA figures. However, in 1950 sales in communities of this size accounted for 63.9 percent of all sales. Between 1955 and 1956 there was no important percentage change in most cities.

Sales by Size of Unit

Since NEMA no longer reports range sales by size of unit, the latest figures are still those of 1956 (EM, Jan '57, p292) which showed that ranges 22 inches and under accounted for 3.72 percent of sales, 22 inches to 32 inches accounted for 55.78 percent, and ranges over 32 inches accounted for 40.50 percent. However, it is a reasonably safe assumption that the increasing proportion of built-in ranges to total sales will be reflected in a larger share of the market for smaller sizes (many built-in ranges are 24 inches wide, or less, some are as wide as 30 inches).

NEMA reports on the sale of water heaters by sizes show little variation between 1956 and 1957 (first nine months). Tanks of 20 gallons or less accounted for 4.82 percent of sales in 1956, 5.9 percent in 1957. Tanks of 21-34 gallons got a 20.37 percent share in 1956, 20 percent in 1957. Tanks of 35-44 gallons got 21.67 percent in 1956, 22.4 percent in 1957. Tanks of 45-54 gallons got 34.24 percent in 1956, 34.5 percent in 1957. Tanks of 55 gallons and over got 18.9 percent in 1956, 17.2 percent in 1957.

The listing above gives no indication of the myriad of water heater sizes and wattages now on the market—a multiplicity which complicates inventories and sales and may, therefore result in high prices and put some limits on volume. Recently (EM, Nov '57, p141) a special industry group took some initial steps to reduce the 200 different sizes and wattages now on the market by suggesting that the industry could get by with ten in 30, 40, 50 and 80 gallon sizes, round and table top shapes and with either normal or quick-recovery heating elements.

Whether the recommendations will be adopted depends upon NEMA and the various electric utilities who make local decisions as to what types of heaters will be permitted on their lines. Among manufacturers there is no doubt that such simplification would offer material advantages. Seven out of seven manufacturers cooperating in the preparation of this study all favor the idea. Just how much they favor it is indicated by their comments: "Could result in more competitive units to the consumer because of the savings made possible by the standardization of manufacture"; "Standardization will help the manufacturer, distributor and retailer; inventories can be reduced at all levels"; "In the Los Angeles area there are five different specifications on water heaters which make it almost impossible for the distributor to maintain a complete stock."

Much as manufacturers would like to see such standardization they are not uniformly convinced that it is possible. As one points out, "I do not believe the realization of this objective is going to come in the foreseeable future, due to the intense desire of utilities to assert their individuality."

Lacking such simplification and its attendant advantages in prices and inventories, what plans do manufacturers have for raising 1958 sales over 1957 levels?

Only two out of seven makers admit of any such plans now standing. Says one, "In view of the competitive position of water heaters we as manufacturers must intensify our efforts to retain or better our present position in this

3 Year Sales Summary—WATER HEATERS, STORAGE

	1957	1956	1955
Units Sold	800,000	870,000	900,000
Average Retail Price	$105	$110	$115
Retail Value	$84,000,000	$95,700,000	$103,500,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	8,450,000	8,015,000	7,500,000
Homes Without	40,150,000	39,400,000	38,500,000

field. Increased production facilities together with an expanded sales force and a hard-hitting program will be but one of the many forms used to obtain the results that we anticipate for 1958." A second will center his efforts on producing heaters with a longer tank life, new features and more competitive prices.

What Should Dealers Do?

There isn't much agreement, either, as to what action the dealer should take to increase his water heater sales. Asked if dealers should go out after water heater business (through making calls on home owners, architects, builders, etc.) instead of letting it come to them, only three out of seven manufacturers give a relatively unqualified affirmative. The others imply some lack of belief in either the effectiveness of the method or the probability that dealers would do it. One even goes so far as to declare that, "I feel most appliance dealers would be making an empty gesture . . . through efforts with architects and small builders. This, I feel, is a major undertaking which can only be successfully accomplished by the manufacturer supported by the utility. I believe the appliance dealer's best effort is to identify himself as a headquarters . . . which also includes provision for handling their installation." Missing from his remarks is any comment on the efficacy of direct calls on homeowners.

Another manufacturer says, ". . . In most cases throughout the country the consumer automatically calls the plumber when he has trouble with his water heater . . . The electric water heater manufacturer will have to get the plumber (italics ours) more interested in merchandising and selling water heaters."

In contrast, a third maker, who agrees that the dealer should try to sell home owners, builders and architects with visits or by direct mail, adds that, "For the replacement market, the customer must be educated to look to the appliance dealer instead of the plumber for replacement of his old water heater." From these two comments it is obvious that the old question, "Which is the best type of outlet?", hasn't yet been finally solved.

When asked what dealers should do in order to maintain good range sales in the face of an extensive replacement market, manufacturers are in unanimous agreement. All, in one form or another, say that dealers should set up to handle and re-sell trade-ins—a program that might help them, too, in combatting the slim margins on new range sales. The most optimistic of the reporting manufacturers estimates that the average range was sold in 1957 at 10 percent below list. The most pessimistic ones put the figure at 30 percent below.

As for 1958, three out of six manufacturers expect an improvement. One says, this improvement will result from "more effective selling." Another says they "will show a modest increase because they suffered more from lack of proportionate dealer attention last year than from lack of demand. Built-in sales should increase at the expense of free-standing units."

One of the most interesting comments comes from a maker who says that retail sales will be off from five to eight percent, distributors will sell approximately the same number, and manufacturers will sell about 10 percent more. Factories will benefit, he explains, "as a result of inventory readjustments now past."

Apart from the built-in, the range industry has not, apparently, any startling new devices up its sleeve to stimulate sales. Most manufacturers estimate that the electronic range made very little sales progress in 1957 and is still far from being a mass market item. However, one manufacturer, Tuttle & Kift, recently showed the press a German development which might well effect drastic changes in modern cooking. The device demonstrated involves the use of what T&K call "magnetic eddy currents". Magnets moving in relation to a conductor (the utensil), introduce an electric current into the utensil which is converted into heat.

Although T&K have no plans for marketing a range themselves, they are in the process of showing the device to manufacturers. Presumably mass production would reduce its current $400 cost to around $200—and would also reduce cooking times for thousands of housewives.

On a less revolutionary scale, some manufacturers are experimenting with electronic controls, but most of them say that costs are a limiting factor and that introduction is still some time away. Judging from the type of product shown in manufacturers' dream kitchens at industry shows and from recent comments, it might not be too unreasonable to guess that when manufacturers do take their next big step forward it will be to some form of induction cooking such as that demonstrated by Tuttle & Kift. Meanwhile, the industry has to sell the 1958 product to the 1958 market. *End*

TV AND RADIO

MARKET STUDY STARTS ON PAGE 106

1956 total of $1,403,530.

The portable rose in numbers as well as in share of market in 1957. The Electronics Industries Assn. (formerly RETMA) estimates that 1.9 million portables were produced as compared to 1.738 million in 1956.

This showing was made largely at the expense of table models. Output in this classification slumped from 3,016,700 to 2.1 million. Surprisingly enough, consoles managed to just about hold even with 1956, a relatively noteworthy achievement in the face of the overall decline.

The Product Changes

Depending on your point of view, the portable got both more and less portable during 1957. When 21-inch models in this category were introduced, few were willing to argue that such sets were very portable in any sense of the world. (As a matter of fact, the industry has yet to produce its first true portable, one which can be played anywhere, on battery as well as house current.) But while portable were growing bigger in one direction, they were being slimmed down in their overall dimensions, thanks largely to the introduction of the 110 degree picture tube.

The advent of shallower tubes of this type may well be the most significant product innovation of the year. Most firms which did not switch to the 110 degree tube adopted a short-necked 90 degree tube. Both of these tubes made possible a shallower cabinet, a development which the industry fervently hoped would spell obsolescence and hasten the replacement of existing sets. This turned out to be a rather ambitious assignment for the short-necked tubes, but by year's end the smaller tubes had permitted some innovations in styling (by Philco on a portable and Sylvania on a console) which may be an indication of still more styling changes to come.

Color: Slow, Slow Progress

Nothing has been said up to this moment about color television (the production and sales figures quoted at the beginning of this study do not include color). Unfortunately, little happened in either a technical or marketing sense to color in 1957. The result was that the newest of TV products remained pretty much on dead center and RCA remained the only set maker to take a really active interest in marketing the product.

Each year has seen a progressive scaling down of the forecasts and the results of selling color commercially. In this article last year it was estimated that 200,000 sets were sold in 1956, considerably under the totals forecast earlier for the year. Now, it appears that even the 200,000 figure was too high. RCA itself now claims to have sold only 102,000 units during 1956. As a result, statisticians now feel that it was not until mid-1957 that as many as 200,000 sets were in use.

RCA, and its broadcasting arm, the National Broadcasting Co., continued to promote color actively during the year. RCA market-tested color extensively in a saturation campaign in Milwaukee during the spring and the lessons learned there have been put to use in fall campaigns in over 50 other areas. Company officials were hopeful that color sales would turn upward in the final weeks of the year but industry experts estimate now that color sales will not total more than 150-175,000 units at retail for the year.

If color seemed to remain static during 1957, so too did the situation with regard to UHF broadcasting. There were additional casualties among UHF stations and the limited de-intermixture of certain markets (proposed in 1956) got underway. The percentage of sets factory-equipped for UHF reception, however, provides a good indication of how little change took place in the field during 1957. In 1956 14 percent of sets were so equipped; in 1957 the figure was 13 percent.

What Happened in '57

What happened in 1957 was due in part, of course, to the general sales slump which hit many lines in the appliance-TV industry. But TV business in 1957 also illustrates quite well that the industry has reached a stage in its growth where it cannot look for the sudden and dramatic sales spurts which characterized the business in the early Fifties. Nowhere is this more evident than in the figures on saturation, trade-ins, and second set ownership.

Perhaps the most recent and the most comprehensive saturation figures are those compiled in April, 1957, and released last fall by the Advertising Research Foundation. This study shows that four out of every five homes own a TV set and that one out of every 16 TV homes has a second set. In April, 1957, there were 2.5 million multiple-set households, compared with 1.7 million about a year earlier and 1.1 million in 1955.

The survey shows that 87 percent of homes in metropolitan areas have TV sets while only 70 percent outside of these areas own TV. Eighty-four percent of urban households had sets as against only 77 percent of rural nonfarm homes and 63 percent of rural farm households.

Other sources tend to confirm the high metropolitan ownership indicated by the ARF study. The Consolidated Consumer Analysis issued by newspapers in 23 major cities shows a TV saturation ranging from 83 percent (in Honolulu, Portland, Ore., Modesto and Wichita) to more than 97 percent in Columbus, Newark and Milwaukee. The median ownership in 1957 was 92.5 percent, up from 88.7 in 1956 and 81.6 in 1955.

The continuing rise in ownership of second sets is easily seen in the Consumer Analysis issued by the *Milwaukee Journal*. In that city, 14.6 percent of households (about one out of seven) owned a second set. This compares with 9.6 percent in 1956, 6.8 in 1955 and 4.4 in 1954.

NBC research has projected ownership figures as of January 1, 1958. These preliminary figures indicate that 41.8 million homes own a total of 47 million sets. Since there are 48.6 million wired homes in the country, TV saturation, according to these projections, is 86 percent.

The Trade-In Problem Grows

All these developments are reflected in the results of ELECTRICAL MERCHANDISING's annual replacement and trade-in survey. In 1957, said the dealers reporting, only 40 percent of sales were made to homes not owning a set. Two years earlier over 60 percent of sales were made to such homes. In 1957 more than a third (36.8 percent) of sales involved a trade. Of the sets accepted as trades, dealers reported they junked about a quarter, rebuilt and resold about 42 percent, resold "as is" about 20 percent and had about 13 percent still on hand.

No seasonal selling figures can be compiled for 1957 for some weeks yet, but the 1956 figures which were compiled during 1957 indicate that the industry has settled down into a rather consistent selling pattern. Something over a third of the season's business was done in the final quarter of 1956 and this phenomenon has been occurring rather regularly since 1950.

Once again, the Middle Atlantic and East North Central regions accounted for the biggest shares of the TV market. Each region absorbed about 20 percent of factory shipments. New York, California, Pennsylvania, Illinois and Ohio ranked in that order as the leading states for TV shipments.

Such figures are, of course, influenced by the overall size of each region and state. For a somewhat different view of the TV market one can turn to ELECTRICAL MERCHANDISING's annual utility survey. The reports of the power companies furnishing data for this study (page 222) are broken down into sales per 1000 customers. This compilation shows that the East North Central region produced about 146 TV sales per 1000 customers during 1957. This was the top region in TV sales but there was remarkably little variation in the sales from other regions. Four reported sales ranging from 128 to 139 per 1000 and the New England region, which had the lowest figure, reported sales of 104 per 1000. The 148 reporting companies serve over 29.9 million customers. In these areas they reported sales of over 3.8 million sets. Projected to national totals this would indicate national sales of 6,245,100 sets.

What's Ahead for TV

By and large the industry is taking a rather conservative view of prospects for 1958. Perhaps the experience of 1956 and 1957 has had a sobering effect. A number of manufacturers say they expect the same or only slightly better business in 1958. A few even feel that business will fall below 1957 levels.

This is, of course, not all the industry could wish for. Certainly the trade was spoiled in the years in which the market kept expand-

(*Continued on page 259*)

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THE GRANADA—End Table Consolette High Fidelity AM Radio-Phonograph. 4-speed Record Player. 3 speakers. Mahogany or Limed Oak.

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THE MONACO—Console AM-FM High Fidelity Radio-Phonograph. 4-speed Record Player. 3 matched speakers. Mahogany or Limed Oak.

THE BIARRITZ—Console High Fidelity Phonograph. 4 matched speakers. 4-speed Record Player. Mahogany, Limed Oak or Fruitwood matched veneers.

THE FONTAINBLEU—Console AM-FM High Fidelity Radio-Phonograph. 4-speed Record Player. 4 speakers. Mahogany, Limed Oak or Fruitwood matched veneers.

High Fidelity you with a dramatic

Westinghouse challenges millions to find High Fidelity to equal this —not just at the same price—but in many sets costing far more!

Millions will soon be hearing about this remarkable *Challenge* on TV! In magazines! In newspapers! And many of these people will meet this *Challenge* by coming to see *you!*

At a single hearing, here is High Fidelity that will turn prospects into paying customers! They (even perfectionists) will be amazed at the fidelity of timbre and dynamic range, the freedom from distortion... performance not equalled by many sets costing far more.

With advertising delivering a dramatic *Challenge* . . . with quality craftsmanship . . . with realistic pricing and dealer discounts . . . with Westinghouse consumer acceptance . . . it's the hottest Line on the market! Call your Distributor today!

YOU CAN BE SURE...IF IT'S Westinghouse

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TV AND RADIO

MARKET STUDY STARTS ON PAGE 106

ing as TV service was introduced in new areas. But, as the saturation figures show, there are few new markets yet to be opened. The industry's best bet now for increasing its business is in the field of product development. Yet experience with color has shown that even dramatic product improvements do not necessarily mean suddenly increased sales.

Even so, the industry has several product refinements in the offing which should keep replacement sales moving at a healthy if not sensational pace in the future. In a matter of years the industry will be selling "on the wall" TV and, even sooner, transistorized sets will be available.

But for the coming year programming may be the only phase of TV to merit being called "spectacular." Certainly set sales did not earn any such description in 1957 and chances are they won't deserve it in 1958. Nevertheless, the receiver end of the TV business can count on a healthy volume of business which shows good signs of increasing—perhaps not spectacularly, but well.

RADIO

There's no really good explanation of why the radio business behaves the way it does.

For one thing, the industry has been laboring in the face of a 90 percent or better saturation ever since 1948.

For another, most branches of the appliance-radio-TV industry experienced rough going in 1957.

Yet in the face of such obstacles the radio industry posted a substantial gain over 1957 figures. As a matter of fact, the industry has now registered gains in each of the last three years. Perhaps most significant of all, the 1957 figure of 9.8 million is the best total posted since 1950.

The 9.8 million figure consisted of 4.1 million home radios, 3.3 million portables and 2.4 million clock radios. Actually, the 1957 gain was most obvious in the home radio category which rose 600,000 over 1956. Portables gained about 200,000 over 1956 while clock radios gained 100,000 units.

The figures just cited are factory production totals. Retail sales figures are somewhat more difficult to project but in October retail sales for the year to date were running substantially ahead of 1956. This is substantiated by estimates of inventory at that time; 1957 stocks were at almost identical levels with 1956 inventories.

The factory production figures quoted above do not include auto radio output. The Electronic Industries Assn. estimates that 1957 auto radio output totaled 5.5 million units, an increase of 8.8 percent over the 1956 total of 5,057,000.

Dollar Volume Rises, Too

Retail prices are extremely difficult to estimate in the radio industry but indications are that only in the portable field was there any significant change from 1956. There, thanks to the increasing popularity of transistor sets, average price is estimated at $42, up from $39 in 1956. Although home radio (at $25) and clock sets (at $34) remained unchanged, the overall average for the three categories rose $1, to $33. As a result, the retail value of the industry's production in 1957 rose to $322.7 million, up over $35 million from 1956.

The sharp gain in home sets and the smaller rise in clock sets produced some interesting changes in trends which have been apparent for several years. Clock sets accounted for 24.5 percent of production, the third year in succession that their share of the overall radio market has declined. (In previous years it was 26, 29 and 30.) On the other hand, portables pretty well maintained their 1956 standing dropping only from 34.9 to 33.7 in 1957. This was a sharp increase from 26 percent in 1955 and 22 percent in 1954. The higher sales of home sets in 1957 succeeded in reversing a downward trend in that category's share of the market. Thus, home sets accounted for 41.8 percent of 1957 output as compared to 39.2 percent in 1956, 44.3 in 1955, 49 in 1954 and 54 percent in 1953.

Transistors and FM

Beyond these shifts in the share of the market there were several other significant product developments.

One was the continuing growth in the use of transistors. In 1956, 30 percent of portables were transistor sets. This jumped to 50 percent in 1957. Further price reductions and the use of transistors in home sets as well as portables seem to promise still further growth of transistor sets in the coming year.

A second significant development was the increase in sales of FM-equipped sets. In 1957 this seemed to be centered in radio combination consoles (where sales doubled). Sales of smaller FM sets lagged behind 1956. To many, this suggests that the 1957 demand for FM was more a demand for hi-fi equipment (in the form of expensive consoles) rather than a demand for FM as such (in the form of small table sets).

Nevertheless there is renewed interest in FM from many sources. In recent years the rate of gain for FM-equipped sets (of all kinds, console and table) has been faster than that for radio in general.

Then, too, there has been a demand from the trade for small FM sets in recent years.

Finally, broadcasters are showing increased interest in FM and this is, after all, one of the keys to the success of FM. Up to now much of FM broadcasting has been a mere duplication of AM service. Now, more stations are offering separate programming services, increasing the amount of FM programming available to the set owner and providing the consumer with a good reason for buying an FM set as such.

Saturation vs. Penetration

With a saturation of almost 97 percent there is little room for dramatic increase in this figure. Even so, it inched upward to 96.8 percent in 1957 from 96.3 percent in 1956. Quite obviously, the "penetration" of radio must have increased since the market absorbed about ten million sets. This figure —which takes into account multiple ownership—is not easily arrived at and the only industry-wide figure available is still that compiled by the Advertising Research Foundation in 1954. At that time three-quarters of TV homes and 52.6 percent of radio-only homes had two or more sets.

Seasonal and Regional Trends

As in previous years the Middle Atlantic and East North Central regions accounted for the largest share of factory shipments (27 percent to the Middle Atlantic and 22 percent to the East North Central). By states, New York with 15.32 percent and California with slightly over 10 percent took the largest shares.

The 1956 seasonal selling pattern showed little change from that established in previous years. The final quarter accounted for over 40 percent of the year's business with the remainder split fairly evenly between the other three quarters of the year.

The ELECTRICAL MERCHANDISING utility survey shows wide variations in reporting sales per 1000 utility customers. In the East North Central the figure is 238 per 1000 while in the East South Central it is 67 per 1000. This suggests that utility reporting machinery for radio sales at least, is not as well developed as it is for TV and certain majors. *End*

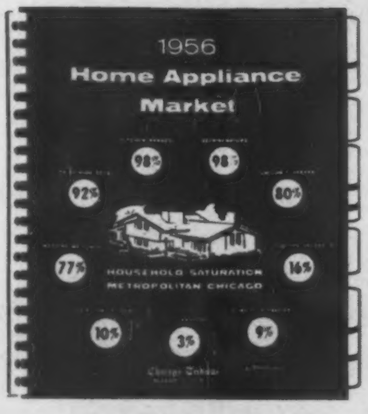
3 Year Sales Summary—RADIOS

HOME RADIOS:	1957	1956	1955
Units Produced	4,100,000	3,501,000	3,393,800
Average Retail Price	$25	$25	$29
Retail Value	$102,500,000	$87,525,000	$97,575,000
PORTABLE RADIOS:			
Units Produced	3,300,000	3,113,000	2,027,500
Average Retail Price	$42	$39	$35
Retail Value	$138,600,000	$121,407,000	$70,861,000
CLOCK RADIOS:			
Units Produced	2,400,000	2,311,000	2,243,700
Average Retail Price	$34	$34	$34
Retail Value	$81,600,000	$78,574,000	$76,173,600
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning Radios	48,500,000*	47,600,000*	46,800,000*
Homes Without Radios	1,585,000	2,000,000	1,700,000

* RAB - NBC

IT'S YOUR

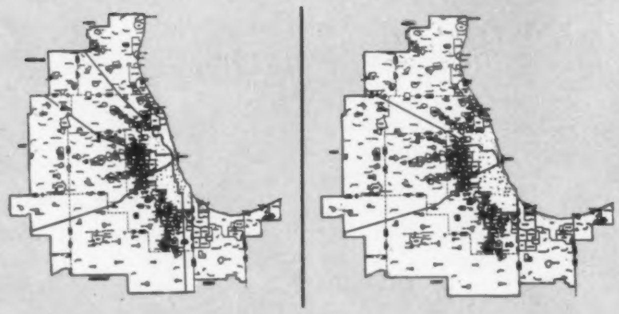
Tribune sales tools help you get more



Your Appliance Answer Book!

- **saturation levels?**
- **source of purchase?**
- **store leadership?**
- **replacement market?**
- **brand standings?**
- **sales potentials?**
- **age of appliances in use?**
- **family incomes?**

Do you have ALL the facts on the Chicago market? Here are the answers you need to meet the selling challenge here. The Chicago Tribune's big Appliance Market Study is a fact-packed profile of this mammoth appliance-TV market. Complete, comprehensive, reliable—it gives you the information you need to sell more in Chicago.



A Dealer Co-Op Plan to Build Sales at Low Cost!

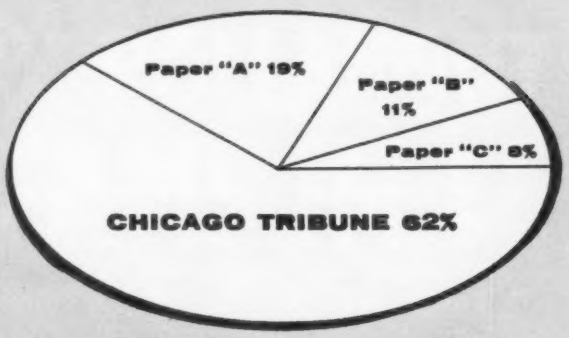
Here's a plan made to order for getting active dealer participation in your advertising program in Chicago. Tribune circulation in the city and suburbs is split into five zones on Sunday, three on Thursday. You can run the same ad in all sections with a different dealer listing in each zone. Dealers like their more prominent listing and are quick to give you aggressive support. Result: your advertising gets added sales impact at low cost.

Sales Help at the Dealer Level

Nobody knows the Chicago market like the Tribune. To help you sell more effectively in Chicago, the Tribune offers a wide range of sales assistance. Services include:

- **personalized sales presentations**
- **special slide films for dealers**
- **meetings with your sales force**
- **personal calls**
- **special mailings, brochures and reprints**
- **counter cards and other display aids**
- **special advertising analyses**

ADVERTISING EXPENDITURES
Housing Equipment and Supplies, Radio and TV
First 11 months, 1957
Advertisers used $1,228,000 in the Tribune.
Other Chicago newspapers divided $747,000.



Leadership Based on Results!

The most powerful sales tool of all in the Chicago market is the superior sales power of Tribune advertising. Since 1950, general advertisers of housing equipment and supplies, radio and television sets have placed more advertising in the Chicago Tribune than in any other newspaper in the country.

In Chicago, these same advertisers place far more of their advertising expenditures in the Tribune than in any other Chicago newspaper.

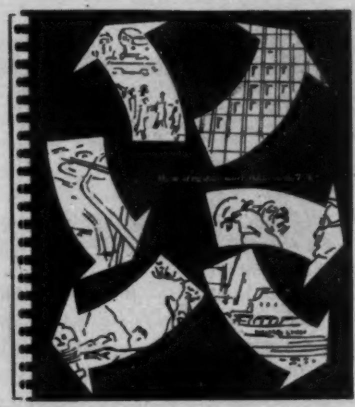
MONEY

for it in the Chicago market

Profit-Boosting Tribune Promotions!

TV Jamboree! **Launder Better Electrically!**
Refrigerator-a-Day! **Room Air Conditioner promotion!**
Washer and Dryer Daily Double!
Wash Day jingle contest!

When the Tribune promotes, it's a promotion! A selling promotion! Custom built reader participation stimulates market wide sales for you. The Tribune has worked with every branch of the appliance industry to design profit-building sales promotions. Your active participation in these events means greater sales and profits based on the Tribune's proven sales power.



New Tribune Fact Book—Hot Off the Press!

Here's the complete story of the vast, vital, surging Chicagoland market. This just released Market Fact Book is filled with fresh, up-to-date, valuable information—much of it available from no other source. Colorful charts, big fold-out maps and scores of illustrations give you all the facts about your Chicago market and its leading advertising medium.

To Be Big in Chicago, Be Big in the Tribune!

Get the up-to-date story of this great market and its most productive newspaper from your nearest Tribune representative. If he doesn't have all the facts you need—he'll get them.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago	New York City	Detroit	San Francisco	Los Angeles
R. C. Tower	E. P. Struhsacker	W. E. Bates	Fitzpatrick Associates	Fitzpatrick Associates
1333 Tribune Tower	220 E. 42nd St.	1263 Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Blvd.
SUperior 7-0100	MUrray Hill 2-3033	WOodward 2-8422	GArfield 1-7946	DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP METRO SUNDAY MAGAZINE NETWORK, METRO COMICS MAGAZINE NETWORK

DISHWASHERS AND DISPOSERS

MARKET STUDY STARTS ON PAGE 108

many built-in models are sold as part of kitchen modernization and, of course, require installation that discount houses are not often in a position to provide.

How About the Appliance Dealer?

As far as the appliance dealer is concerned, most manufacturers feel much the same way as they do about the discount house, although they add that the appliance dealer who is "prepared to merchandise, install and service the dishwasher will realize an increasing volume of business." Some say that the appliance dealer's importance in dishwasher selling will rise with the proportion of portables. Most declare that some form of specialization in the kitchens business will be essential to growth in the sale of built-ins. Oddly, although plumbing is a requisite of built-in installation, some makers foresee a role of declining importance for the plumber. One pins this on a projected decline in home building. Another says, "The kitchen specialist is now important and will become an even more important factor in the dishwasher picture. It is our feeling that, although the plumber has run hot and cold in the area of dishwasher marketing, he will not be so much a factor in the dishwasher business as was thought. He will still be an important part of the food waste disposer business."

Others don't even agree as to the dealer's role in disposer sales. Says one, "The appliance dealer should become more important in disposers. With the trend toward built-ins and kitchen installations, he is becoming more active in this and other problems that are part of a complete kitchen installation. The plumber who handles the disposer isn't going to handle built-in ranges and refrigerators; so it behooves the appliance dealer to prepare himself to handle the plumbing-type product or drop out of this phase of the business."

An important factor in the appliance dealer's share of the disposer business is the growth of carry-home sales for do-it-yourself or get-your-own-plumber installations. Here again manufacturers have different ideas about the overall effect. One says this kind of selling should increase, "but we do not consider it a heavy-volume factor"—an opinion expressed in similar words by several others. Another manufacturer who has both tried carry-home merchandising and found it successful, intends to intensify the program in 1958. One drawback, of course, to this type of merchandising is that the unit requires both electrical and plumbing work for installation and, unless the buyer wants to take a chance with a "moonlight" installation, the services of tradesmen in these fields often are necessary to meet local codes.

How Long Will They Last?

Once properly installed and demonstrated neither a dishwasher nor a disposer should require much or frequent service. Only one manufacturer reports that the service picture on dishwashers is "not good"—and he attributes this to a shortage of well-trained servicemen. Another estimates that they will require one service call a year; a third puts the figure at one call every two years; a fourth says only one percent of their units in use in the field require service.

As for disposers, most manufacturers feel they should operate for a minimum of ten years with little service. Some put the figure of useful life as high as 20 years—provided, of course, that during that time nobody uses it to shorten the handles of spoons and forks.

Seasonal Sales

Wide seasonal swings in sales don't belong in the merchandising pattern of either dishwashers or disposers. For 1955-1956 the best single sales month for dishwashers, according to this magazine's annual study, was December. In 1956 this month got 12.79 percent of total annual sales, but the lowest month, February, still had 6.48 percent. Disposers follow an even more level pattern. In 1956 the best month was November with 10.83 percent and the worst month was January with 5.98 percent.

Replacements

As dishwashers edge further into mass acceptance the ratio of replacement sales (i.e., sales to people who already own a dishwasher) begin to assume a growing importance. In 1957, according to the Electrical Merchandising Replacement and Trade-In Survey, 17.9 percent of dishwasher sales were replacements and three percent of total sales involved a trade-in. The replacement represents a substantial increase from the previous yearr's ratio of 7.4, but the trade-in figure is only a small increase over the 2.8 percentage of 1956.

According to Hotpoint's 10 year forecast, 30.7 percent of dishwasher sales will be replacements in 1967 and saturation will be 14.4 percent of 58.2 million wired homes. Similarly, Hotpoint predicts that replacement sales of disposers will amount to 29 percent of the total in 1967 and saturation will total 17.5 percent. Industry shipments will, says Hotpoint, pass the million-units-a-year mark in 1965 for disposers, 1966 for dishwashers.

Coming Up

For some time to come it is, say manufacturers, quite likely that the disposer will not undergo any radical design changes. One predicts that the next step is a disposer that is an integral part of the kitchen sink or dishwasher—or both. "Eventually," he says, "it will be an electro-mechanical-chemical type that does not require use of the sewer, and will handle all kinds of kitchen waste." Another says improvements will involve a solution to disposing of material like paper waste.

One of the most powerful influences operating to the benefit of future sales of dishwashers is the recently evinced interest of utilities. As one manufacturer puts it, this is undoubtedly in the utility's own best interest. According to this maker, advantages to the utility from promoting dishwashers are: "new load and new business; 325 kwh average load per year plus water-heating load; even, year-round load, no seasonal slumps; off-peak load for extra profits from existing facilities." In addition, says this manufacturer, "Utility promotion will have a substantial effect on sales because it builds both dealer and customer interest." Another maker says, ". . . Many utilities are now convinced that the dishwasher presents a desirable load over the long run since it does not require additional distribution equipment. . . . We personally think that these utility promotions have had an effect on sales and that they will become increasingly important. . . . The most successful utility promotion appears to have been one in which the utility would hit hard through local advertisements, advertising the idea of mechanical dishwashing backed up by 'store or home demonstration.' The dealer is actually compensated for performing these demonstration services; and, in the case of free home demonstrations, the dealer is assured of some kind of compensation in case of returns."

Utilities apparently like the dishwasher idea because plenty of them are adding promotional push to sales. This fall Consolidated Edison in New York invested $500,000 in a campaign to make the dishwasher 'as much a necessity as the clothes washer." Florida Power & Light's recent two-month promotion, which involved 350 participating dealers, sold 1,502 units. Central Illinois Public Service sold 325 units as compared with 246 in 1956 largely as the result of a seven-months campaign. A joint promotion conducted by Metropolitan Edison and Pennsylvania Electric resulted in a 55 percent increase in the territory of the former company, a 46 percent increase in the area served by the latter. Both of these companies guaranteed the 1,024 participating dealers $10 in cash for each home demonstration that did not produce a sale in 60 days.

The 26 best individual dishwasher markets as listed by manufacturers are: New York, Newark, Boston, Los Angeles, Chicago, Detroit, San Francisco, Pittsburgh, Washington, Portland (Wash.), Seattle, Miami, Philadelphia, Buffalo, Columbus, Winston-Salem, Atlanta, Knoxville, Birmingham, Houston, Dallas, Denver, Cincinnati, Louisville, St. Louis, New Orleans. More utility promotion—plus manufacturer efforts and growing consumer demand—should add other cities to the list.

Despite the drop in 1957 dishwasher and disposer sales, both of these appliances have demonstrated too much strength to be long delayed in their progress toward a mass-volume market. And 1958 would have to be a poor year indeed to keep them from setting new sales records. *End*

3 Year Sales Summary—FOOD WASTE DISPOSERS

	1957	1956	1955
Units Sold	550,000	610,000	520,000
Average Retail Price	$90	$95	$115
Retail Value	$49,473,000	$57,950,000	$59,800,000
	Jan. 1958	Jan. 1957	Jan. 1956
Homes Owning	3,645,000	3,118,000	2,553,000
Homes Without	44,955,000	44,297,000	43,447,000

Advertise in Family Weekly

spurs appliance sales for leading manufacturers and local retailers

. . . in the 170 markets where FAMILY WEEKLY is an integral part of the local weekend newspaper

FAMILY WEEKLY is the national colorgravure supplement that hits with localized impact in a market of over $27 billion in retail sales. It delivers an average of close to 90% family coverage throughout 170 key cities; it blankets 556 big-buying counties, reaching an overall average of 6 out of 10 families; its pattern of coverage is unique, virtually unduplicated by any national medium.

FAMILY WEEKLY is an important new marketing force, recognized as such by more and more leading advertisers. In linage alone, FAMILY WEEKLY has gained over 51.7% over its 1956 totals.

The local impact of FAMILY WEEKLY helps to build retailer enthusiasm and participation in sales programs. Their tie-ins build exposure for the manufacturer's message. Single ads in 1956 and 1957 produced the following local tie-in advertising action:

ADVERTISER	TIE-IN ADS	LINAGE
RCA Victor TV	459	136,096
Frigidaire Refrigerators	171	115,864
Hotpoint Appliances	196	112,276
Westinghouse Home Laundry	136	57,916
Motorola TV	96	34,446

. . . and tie-ins for GE small appliances totaled 4,598 ads and 383,631 lines for the period from Sep. 10 - Dec. 15, 1956.

To blanket a huge and important market, and to build retailer participation in your sales campaigns, be sure that FAMILY WEEKLY is on your advertising schedule. For information on markets within your territory, please contact FAMILY WEEKLY's Chicago office.

FAMILY WEEKLY MAGAZINE, Inc.
153 NORTH MICHIGAN AVENUE, CHICAGO 1
Leonard S. Davidow, *Publisher*

NEW YORK 17: 17 East 45th Street
DETROIT 2: 3-223 General Motors Building
CLEVELAND 15: 1066 Hanna Building
LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue
SAN FRANCISCO 4: Blanchard-Nichols, Assoc., 33 Post Street
MIAMI 32: J. Bernard Cashion, Chamber of Commerce Bldg.

JAPAN'S APPLIANCE INDUSTRY STARTS TO ROLL

Sales jumped from zero in 1950 to $278-million in 1957 and will at least triple by 1961. Despite high prices, low incomes and little installment selling, demand is far ahead of supply

By **DAN KURZMAN** McGRAW-HILL WORLD NEWS

THE summer visitor to a top-grade geisha house in Japan today need no longer depend on the traditional Japanese paper fan for relief from the heat; the house will probably be air conditioned.

His meal is likely to be fresher and better cooked than ever before; the seaweed-wrapped morsels of raw fish will come out of a refrigerator, the steaming rice from an automatic electric rice cooker.

His entertainment will be exotically varied; when he gets tired watching the geishas do their graceful, symbolic dances, he can turn on TV in the next matted room and look at Japanese carbon-copies of Elvis Presley.

Thus have modern electric appliances made their way into the Japanese pattern of life. True, this penetration is still in an embryonic stage. Nevertheless, with living standards on the upgrade, not only geisha houses, but millions of wood and paper homes are equipped with at least a few such conveniences. The average Japanese housewife, only seven years ago a virtual slave of kitchen and cleaning, is gradually being emancipated.

Says an official of a leading appliance manufacturing concern: "We may not catch up with America for 100 years in the use of home appliances, but it's remarkable how much progress we've made in less than 10."

A Big Jump From Nothing

Indeed, until about 1950, radios and electric irons and heaters were about the only modern appliances that could be found in Japanese homes. Only when the Occupation ended did Japanese electrical companies start turning out appliances in earnest. With little competition from foreign firms—none manufacture appliances locally, while only $560,000 worth of appliance imports from the U. S. and Europe were possible in 1956 under government foreign exchange regulations—they have greatly expanded their production almost every year since. Total appliance sales have leaped from $194 million in 1955 to $236 million in 1956, moved up to about $278 million in 1957 and are expected to skyrocket to three or four times this by 1961.

From virtually zero in 1950, 12 percent of Japan's urban households today have washing machines, five percent TV sets, two

(Continued on page 268)

THE OUTSIDES of typical Japanese appliance shops haven't changed very much. Most are still small neighborhood shops—the Japanese counterpart of the American "Momma-and-Poppa" store—prices are arrived at by negotiation.

THE INSIDES of Japanese stores have changed considerably in recent years, not so much in appearance as in merchandise. A few years ago this crowded shop would have mostly small items like irons. Today it shows refrigerators, washers and TV.

PENETRATION of appliances into Japanese life is apparent from this not-too-typical kitchen containing an electric refrigerator, toaster and (at right front) an automatic rice cooker. The rice cooker, only introduced in 1957, is expected to be in six million homes within five years.

EXCEPT for the fact that they're sitting on the floor, these TV watchers could be a typical American family. The 14-inch set probably cost $194 and there were about 800,000 sets in use at the end of 1957.

JAPAN'S APPLIANCE INDUSTRY

STORY STARTS ON PAGE 264

percent refrigerators, seven percent electric mixers, nine percent electric toasters. Moreover, virtually every home is equipped with a radio and electric iron.

Actually, these figures do not tell the whole story. For demand for most items far exceeds supply, with long backlogs of orders cramming the files of Japanese manufacturers. Rural areas have not yet been substantially affected by this developing appliance boom, though farm families are beginning to appreciate the value of conveniences like the electric water pump. Some rural housewives, in their enthusiasm for such labor-saving implements, have purchased them even before installing electrical circuits.

Prices Are the Anchor

However rapid has been the growth of Japan's appliance industry, it has naturally, up to now, serviced mostly the wealthy and upper middle classes. A few price illustrations show why. A 3.3 cubic foot refrigerator sells for $189, a 14" TV set for $194, a small air conditioner for more than $900.

Still, it is estimated that about 2.2 million households out of a total of 18 million earn more than the average middle class income of $1,330 annually, enough, it is calculated, to permit purchase of a TV set and/or a refrigerator. As only 800,000 homes will be fitted out with the former and 300,000 with the latter by the end of 1957, a large immediate market obviously remains to be tapped.

The swiftness with which this is likely to be done is reflected in the zooming production figures of the last few years. Output of refrigerators jumped from 3500 units in 1952 to 36,000 in 1955, 81,000 in 1956, and an estimated 180,000 in 1957. Production of TV sets, which started only in 1953, has been even more phenomenal. Thirty companies, one-third of them big, have sent output rocketing from 31,000 units in 1954 to 136,000 in 1955, 311,000 in 1956, and an estimated 550,000 in 1957. An even greater market will be open for TV in about three years, when the whole population will be within receiving range. At present, the receiving area embraces only 60 percent of the people.

Some heavy appliances have already come within reach of lower income groups. Thus, small washing machines, selling for $65—about 1½ months salary of the average worker—can be found today in many lower middle class homes. Output snowballed from 15,000 in 1952 to 754,000 in 1956, but levelled off in 1957 with the deepening but more difficult penetration of the smaller income strata.

High prices, as already indicated, constitute one of the barriers to such popularization of electrical appliances. They stem partly from the high cost of manufacture, with raw material and labor costs on the rise, but also from high commodity taxes, e.g., 30 percent on refrigerators and washing machines, 40 percent on air conditioners. And with income tax rates recently cut, indirect levies are not likely to go down, and may even rise.

Moreover, the government has instituted a new tight-money policy as the result of diminishing foreign exchange reserves, meaning there will be a slow-down or halt in further expansion of production facilities despite excess demand.

Purchasing Power Going Up

But factors favoring a swift increase in the use of home appliances are potent indeed. Most important is that purchasing power is on the rise, with salaries going up from five to 10 percent annually and prices going down at about the same rate due to expanding output. Now able to save some of their income, the Japanese people, war and poverty-weary, want to live the easier, more comfortable life they have seen U.S. Occupation families enjoying with their many electrical conveniences.

In particular, Japanese women, socially liberated after the war, are demanding a reduction in their household activities so they can enter professions and have more leisure time. Many, on the other hand, can no longer afford servants due to rising labor costs. Thus, they want modern, work-saving appliances, and they are getting them.

Rice Cookers Most Popular

As a result, the average urban housewife spends slightly more than 10 hours performing household duties today as compared to about 13 hours in 1950. The automatic electric rice cooker introduced this year alone saves her almost two hours of work daily in view of the fact that rice is served at all meals in Japan. It is estimated that more than six million homes, or one out of every three in this country, will be equipped with this new cooker within five years.

Another vital factor in accelerating demand for such appliances is the promotional activity of electrical firms and power companies. The former, fearing a saturation trend in heavy electrical equipment, are turning increasingly toward appliances and advertising them through TV (they constitute about 30 percent of all TV advertisers), radio, newspapers, giveaway contests, and showroom displays. Actually, these companies invest only four to five percent of their sales income in publicity. But though low by U. S. standards, this investment isn't small potatoes in Japan, where advertising is still in its infancy.

Time Payments a New Factor

Perhaps the most important potential stimulus to appliance buying is the establishment of installment payment systems. However, its effectiveness may not be felt for a number of years. At present, more than 90 percent of appliance sales are cash deals. Installment purchasing has, indeed, only begun in Japan within the last two years of prosperity with the sudden realization that the large lower middle class income group could be reached in this way.

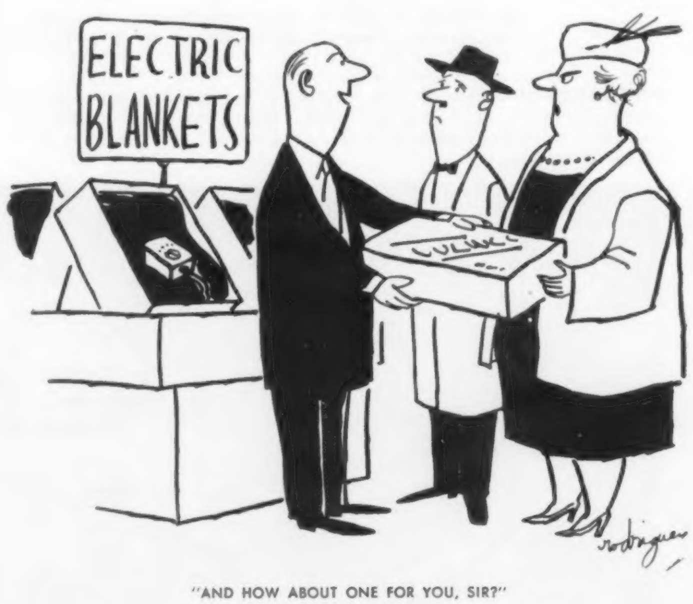
In fact, only two manufacturers have so far instituted installment systems—Matsushita Electric and Tokyo Shibaura Electric. Both companies have set up wholesaler subsidiaries in various parts of the country for the purpose. These subsidiaries each have under contract several hundred so-called "link stores," which sell exclusively on a credit basis.

In the case of Tokyo Shibaura, the wholesaling subsidiary is responsible for investigating purchasers and collecting payments, while Matsushita's contracts call for the shops themselves to assume these responsibilities. A limited number of non-link stores take it upon themselves to sell on the installment plan as a means of stimulating sales, though receiving no special financial advantages as are the link shops.

In all these cases, installment buying has fallen far short of signal success. One obstacle lies in the fact that the consumer must in the end pay eight to 10 percent more for an item if he purchases it on credit. For after paying 20 percent down payment on his bill, he is charged the high bank rate of one percent interest monthly on the remainder until the whole debt is liquidated, usually in 10 months. This isn't chicken feed in Japan, considering the high price—low income nature of the economy.

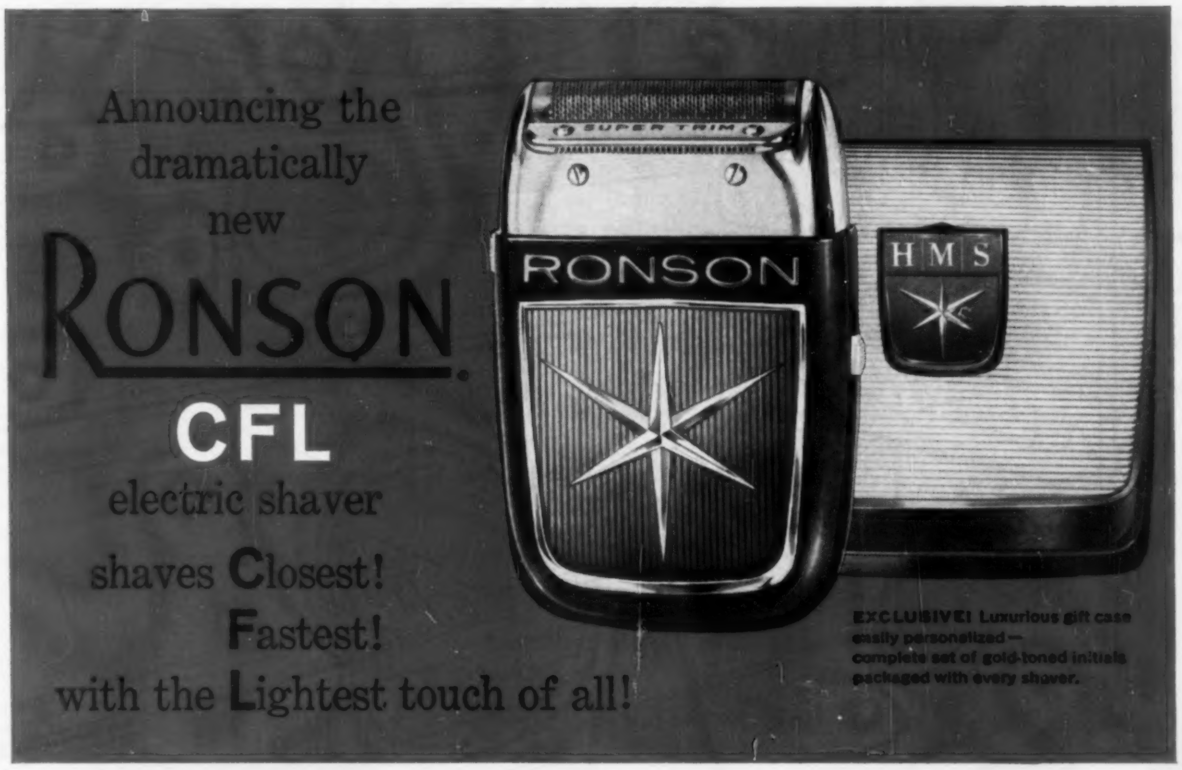
Another difficulty is the traditional reluctance of Japanese to submit to financial investigation

(Continued on page 270)



"AND HOW ABOUT ONE FOR YOU, SIR?"

NOW! A GREAT NEW ELECTRIC SHAVER WITH YEARS AHEAD FEATURES ...YEARS AHEAD STYLING!



* **LUXURIOUS STYLING AND PACKAGING!** Never before a shaver and package designed for maximum eye appeal—top shaver performance—and more profits for you.

* **CO-OP ADVERTISING!** New liberal co-op advertising plan available to all dealers.
* **POWERFUL NATIONAL ADVERTISING CAMPAIGN!** New Ronson CFL backed by greatest advertising push in Ronson history. Big full-page, full-color ads week after week in LIFE and LOOK.

FREE! SPECIAL INTRODUCTORY OFFER!

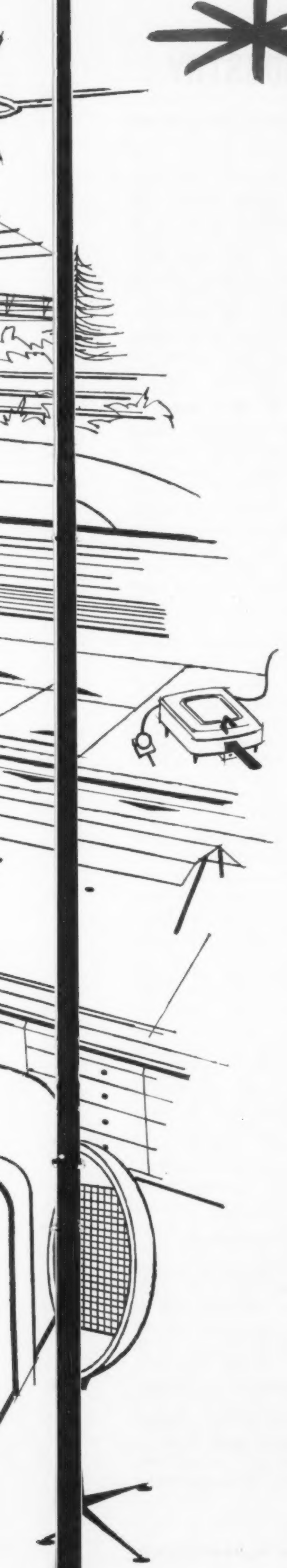
Cash in on the biggest, easiest shaver sales—turnover—profits—you ever made! See your Ronson supplier TODAY!

Gift-Card Writing Desk

This handsome counter-unit—complete with pen and gift cards—YOURS FREE with purchase of 7 or more Ronson CFL Shavers! A convenient writing desk for any gift purchase in your store. (NOTE: this valuable unit available only thru this Ronson offer.)

RONSON ...MAKER OF THE WORLD'S GREATEST LIGHTERS AND ELECTRIC SHAVERS


EXHAUST
AIR COND.
ROTISSERIE
SHES
WASHER
DRYER
OVEN
FREEZER
TV
RADIO
CEILING LIGHT
NIGHT LIGHT



Look What's Happening In The Kitchen!

DEALERS HAVE TO KNOW!
...and March ELECTRICAL MERCHANDISING pinpoints these new trends

New forces are at work in our industry . . . *new forces* that Appliance-Radio-TV dealers and manufacturers must be prepared to cope with!

In the March Issue of ELECTRICAL MERCHANDISING these marketing innovations will be documented into a distinct and colorful *Special Report To The Trade On Kitchen Merchandising*—a concise presentation of the growing profit potential that exists in today's kitchen . . . for *everyone!*

The evolution of the modern kitchen, where more and more appliances, consumer electronic products and housewares are being located, has called for a revamping of merchandising techniques. In short, this movement of many of the appliances into the kitchen has called for a re-evaluation of selling methods. March ELECTRICAL MERCHANDISING will *pin down* these important points:

- *The market potential is big and continues to grow*
- *The new kitchen programs that are being designed to meet tomorrow's market*
- *Why manufacturers of most every product in the industry have a stake in the modern kitchen*

NOTE TO ADVERTISERS: Dealers will find this *Special Report* invaluable in meeting the requirements of this expanding market. It will be their guide to proper buying and selling techniques, profit-proven promotions — a handbook to help them "change with the times." The reader audience will be there, eager to cash in on this industry-wide change. Use this opportunity to tell your product story in ELECTRICAL MERCHANDISING — the publication dealers and distributors *prefer!* Could there be a better place for profit information about your line!

Learn the full details about this BIG March Issue from your local ELECTRICAL MERCHANDISING representative. Plan *now* to *tell* and *sell* your complete story to the trade!

Electrical Merchandising

330 W. 42nd Street, New York 36, New York A McGraw-Hill Publication ABC ABP

JAPAN'S APPLIANCE INDUSTRY

STORY STARTS ON PAGE 264

on grounds of "face." In most cases, investigation consists of asking neighbors about the reputation of the potential customer.

"Maybe," says one store owner, "this attitude will change eventually. But at present, those with money don't want to disclose their income for fear of being caught for tax evasion, and the poor are too ashamed to reveal theirs. People seem to feel that looking into their financial status is as much a violation of their privacy as looking into their sex life."

Thus, whereas the American family might buy a number of appliances at the same time on credit, the Japanese family prefers to save up enough money to purchase a single appliance C.O.D., then start saving again for a second item. As soon as this credit bottleneck is broken in Japan, a vast new lower income market will be opened to the country's appliance industry.

Stores Are Small Shops

The 15,000 retail stores in Japan—including the 3000 in Tokyo—which deal in appliances have little in common with their counterparts in the U.S. All but a few are tiny neighborhood shops which a few years ago carried only small electrical items. Salesmen, if needed at all by the owner, are paid a salary of $28 to $42 monthly with no commissions in addition. Exceptions are the salesmen for the relatively few credit link stores, most of them outside men, who earn commissions from $100 to $420 monthly.

About the only big slick stores with several inside salesmen are the showrooms maintained by the large electrical companies in the major cities, which in some cases sell on a retail basis. Also, department stores, many in neighborhood areas, have appliance sections. But they are more valuable as an advertising medium for new products than as a sales outlet.

One reason for this is that the consumer can usually bargain down the price of an expensive item at a small shop, while this is impossible at the department store. But though price is naturally a primary concern in this poor country, the consumer also pays much heed to quality when purchasing long-term products. If there isn't too great a difference in price, he will probably select a more expensive "name" brand over a cheaper, lesser known model. In fact, the salesman, usually the proprietor or his wife who live upstairs, is likely to stress brand rather than price.

"When people finally save up enough money to buy a large appliance item," says one shopkeeper, "they feel that if it's worth buying one at all, it's worth buying one that will probably last longer."

Service Quality Is High

The quality of appliances turned out by the name companies is indeed top-rate, despite the fact that manufacture of most items was only started recently, and largely without technical assistance from abroad. But there is another reason why brand names are so popular in this country: the excellence of after-sale servicing of these products. If an item can't be repaired by the store technician, who is usually trained in such work by the maker, it is shipped to one of the service stations maintained by all big manufacturers, and goes back to the factory if necessary. Such service, for example, is available for five years after purchase of a refrigerator, one year after purchase of a TV set.

To further stimulate sales, some of the big companies are thinking of providing the shops with vehicles to permit pre-sale home demonstrations, which are rare today because of the lack of transportation facilities.

Actually, the big companies, which distribute their goods to the shops through sales subsidiaries and wholesalers, are the only manufacturers of large appliances such as refrigerators and air conditioners. In fact, Japan's six big electrical appliance makers, each of which turns out the whole gamut of appliances, today produce about 75 percent of the national output. Fourteen smaller concerns manufacture the rest.

Full-line Manufacturers

Matsushita Electric is Japan's largest appliance maker. Its appliance sales last year amounted to $97.2 million, or more than 40 percent of the national total. It turns out 35 percent of Japan's radios, 33 percent of its washing machines, 20 percent of its TV sets. Another of its top products is the fluorescent lamp, which it produces with technical aid from N. V. Philips' Gloeilampenfabrie-

ken of Holland.

Tokyo Shibaura Electric, or Toshiba, Japan's oldest electrical manufacturing company (1875), also manufactures about 20 percent of the nation's TV production. It placed the first automatic rice cooker on the market last January.

Mitsubishi Electric is Japan's largest producer of electric fans, which it claims are the world's best. It turns out refrigerators, TV sets, electric thermostat irons, air conditioners, and fluorescent lamps with technical assistance from Westinghouse. Hitachi Ltd.'s specialty is refrigerators, selling last year about 50 percent of the national production. This large output has permitted it to market refrigerators for about 10 percent less than other companies. Hitachi also turns out about half of Japan's electric well pumps.

Sanyo Electric Co. manufactures almost 30 percent of the nation's washing machines and its only "jet-type" models. Fuji Electric is another leading maker of washing machines.

At least one small firm also deserves mention—Tokyo Tsushin Kogyo, which specializes in the transistor and its application. Since purchasing patent rights to the transistor from Western Electric in 1952, this company, which will soon be competing in this field with most of the big Japanese electrical firms, has developed into one of the world's leading manufacturers of transistorized items.

Tape Recorder for $38

It is today turning out the first all-transistorized tape recorder and smallest pocket radio with a speaker ever produced, the latter, selling for $38 in Japan, expected to be an important export product. It will also place on the market soon a miniature transistorized dictating machine, phonograph, measuring machine and tape recorder for use with a new electronic computer. It hopes eventually to produce the first all-transistorized TV set.

Living Habits Affect Design

One problem facing Japanese makers is the adaptation of modern appliances to the traditional Japanese home. Take, for example, the air conditioner, out only since 1955. It is handicapped not only by price, but by the flimsy construction of most Japanese houses, which, permitting air seepage, reduces the effectiveness of the apparatus. Electric dish-washers, soon to be produced, may also find hard sledding due to the fact that the shape of Japanese rice bowls—which have deep indentations in the bottom—may not permit adequate cleansing by automatic means.

But in general, manufacturers are doing a good job of meeting Japanese needs. For one thing, standard size heavy appliances in Japan are made much smaller than in the U.S. This is due partly to the price factor, partly to the small size of the Japanese kitchen, and partly to the requirements of native custom. Thus, most refrigerators are only about four cubic feet in size, in line with the average housewife's habit of purchasing food daily. Also, washing machines with a clothing capacity of only three pounds are about right for the frequent but small-scale washing that is done in most homes. The standard TV receiver has only a 14-inch screen, almost entirely because of price.

Moreover, vacuum cleaners, still a novelty in Japan, but a promising big seller, have greater suction power than U.S. models because it is more difficult to clean Japanese floor matting, or "tatami," than rugs.. Also, fluorescent lamps are being made in the shape of oriental lanterns, radios in the guise of traditionally painted vases.

Radios and Rice Cookers for U.S.

In view of high prices and unfulfilled domestic demand for most home appliances, it is not surprising that exports of these products are very small. Only about $12.5 million worth, or five percent of total production, went overseas in 1956, and approximately half of this represented radios, mostly portables.

Of the radios, about 50 percent went to the U.S., and this proportion may increase this year with the production of the transistorized radio. In addition to this and other transistorized items, the automatic rice cooker, which may be developed into a combination broiler, table oven, and roaster as well, seems to hold the greatest potential as an important U.S.-earmarked export product.

Except for radios, most appliance exports went last year exclusively to Southeast Asia and the Middle East. And indeed, these are the areas which Japan hopes to flood with modern appliances once mass-production at home permits a substantial reduction in prices and these regions are sufficiently developed to be able to absorb large-scale imports of such "luxury" items. This goal may be way off in the distant future, but then, Japan's program for achieving solidly founded prosperity must necessarily be based on long-term trade prospects. *End*

The Wonderful World of Waring

Waring Blendor®

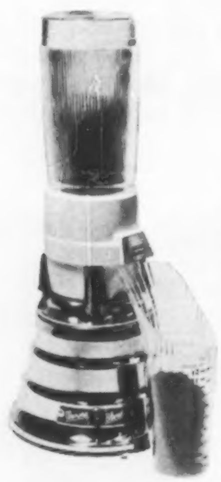
The leading all-purpose food and beverage *Blendor*. Opens a new world of surprising and satisfying menu specialties in seconds. Now in 9 different models and styles *to retail from $38.95 to $47.95.*

Waring Shavex®

The shaver attachment that makes any AC-DC electric shaver run faster, shave cleaner—for closer shaves in half the time. Adds to shaver life. *Retail, $7.95.*

Waring Kar-Shave

Shave in car, trailer, boat or plane with your present electric shaver. *Kar-Shave* converts battery power to 110 volts. *Retail* (6 and 12 volt models), *$13.95.*

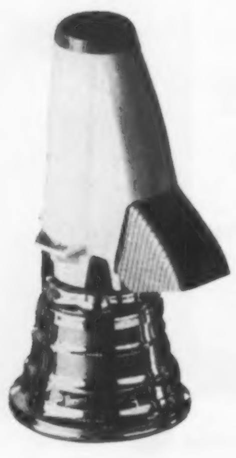


Waring Coffee Mill

The smart *Blendor* attachment for grinding fresh coffee. Extracts full flavor and aroma right from the bean. 16 different grinds. Sixteen-page recipe book helps create the most wonderful coffee brews in this world. *Retail, $17.95.*

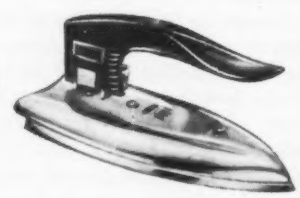
Waring Mixor®

Big in power, light in weight; high in style, most modern in design—with comfort-angle handle to eliminate wrist-fatigue. Most powerful mixer in its class. *Retail, $18.95.*



Waring Ice Jet® Blendor attachment

Crushes 4 trays of cubes in 90 seconds. Plenty of crushed ice to add sparkle to party snacks, buffets, mixed drinks and desserts. Sales leader in the field. *Retail, $16.95.*



Waring Durabilt®

Most complete travel iron line. Three folding models, including the only quality U. S.-made travel iron for use abroad—the Continental Model 506—115 and 230 volts—AC-DC *Retail, $12.95;* also Fully Automatic Model 195—115 volts—AC-DC—UL approved—*Retail, $8.95.* And Companion Model 402—non-automatic, *$6.95.*

WARING PRODUCTS CORPORATION • 25 W. 43rd St., New York 36 • Subs. of Dynamics Corp. of Amer. Also in Canada.

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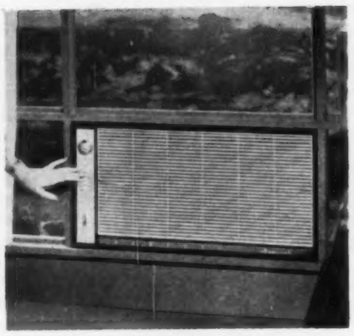
new products

ANNA A. NOONE Editor

Admiral 30-in. Imperial range 3087



Admiral Coronet air conditioner 100LP

ADMIRAL 1958 Range and Air Conditioner Line

Completely redesigned and re-tooled, Admiral's 1958 range line consists of four 40-in. and three 30-in. models.

Features include built-in styling to match standard depth of kitchen cabinets, designed for flush installation next to walls and beside wood cabinets; two fashion fronts across bottom door or drawer, an anodized satin aluminum panel that can be wiped clean with damp cloth; regular dotted pattern on porcelain enamel finish.

Giant picture window on two 30-in. models measures 13x21 in.; operating controls, including new type clock located on island control panel; chrome and gold finish on Imperial models and chrome and silver on others.

40-in. models have divided tops. Raised rolled edge around top to prevent spillage on all models; surface units have removable aluminum drip panel; superspeed microtube surface units on all models.

Imperials have "Hot Spot" 2400-watt speed unit that gets hot enough to light a match in 10-15 seconds then operates on 1500 watt input. Heat controls provide unlimited number of temperature positions; automatic temperature control makes every pot and pan automatic. One 40-in. Imperial and a popularly priced 40-in. "family" range contains a built-in automatic griddle in center, removable for cleaning. Built-in automatic roast meat registers temperatures from 90 to 200 degs., buzzes when meat is cooked to preset temperature.

Oven in 30-in. range accommodates a 36 lb. turkey; 40-in. models have extra large ovens, baking temperatures are reached in from 7 to 11 min. and draw current only 9 to 10 min. every hour for baking and roasting. Grey oven liners; king-size automatic self-basting rotary roaster available on Imperial models.

Other features are circuit breaker switch; thermometer type lighted heat indicators; timed outlets; Imperial models have choice of 4 exterior colors: white, yellow green or pink; set of optional rollers with built-in brake permits range to be rolled out from wall for cleaning.

Prices: 30-in. models from $199.95 to $399.95; 40-in. models from $219.95 to $529.95.

Air Conditioners

Admiral 1958 air conditioner line consists of 4 Coronet and 4 Regency series plus a portable unit.

Low and thin Coronet series designed to occupy less window space; measures 14 in. high, 26½ in. wide, 16¾ in. deep. Four 1 hp. units in this series include a 7½ amp. Supreme with single dial climate control selector switch, 3 Imperial models with 6 push-button controls.

Two Coronets (100S7 and 100L7) draw 7½ amps.; plugs into regular multiple 115 volts. No. 100L12 can be plugged into single circuit outlet. Cabinets have 2-tone black and grey finish; 2-position adjustable air louvers, can be mounted flush with window or through wall or transom. Maximum cooling achieved by using new thin tubing providing greater number cooling surfaces in smaller area.

Regency series features a 1½ hp. (12 amp-115 volt) model and a 2 hp 230 volt unit; each has climate control dial thermostat; 6 pushbutton controls; permanent aluminum mesh filter, 2-speed fan; 4 360 deg. adjustable air louvers; 2 hp. model has capacity to cool 1100 sq. ft. ranch house; can remove up to 24 gal. moisture per day; new styling; aluminum gold grille with greater area for increased air intake.

All moving parts cushioned on resilient mounting; new squirrel-type evaporator fan reduces noise level.

Portable model 75L7 is only 1 ft. high, 14 in. deep; designed with expandable mount on one side and flange across top and opposite side; easily and quickly installed; can be plugged into electric outlet.

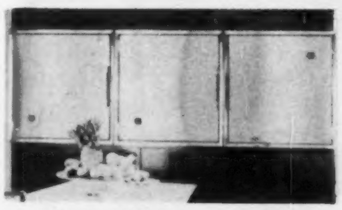
Prices, from $269.95 to $429.95 with portable price oven. **Admiral Corp., 3800 Cortland St., Chicago, 47, Ill.**

Manitowoc freezer No. F-220

MANITOWOC Freezer

Upright freezer No. F-220 for large families and rural residents has 22 cu. ft. capacity—enough for 750 lbs. food; square top; frost white exterior, gold and chrome trim; pastel yellow compartments.

Features include leakproof, vacuum-tested cabinet; coils in all walls top and bottom, providing freezing surface of 33.6 sq. ft; (no coils in or below shelves) 69⅞ in. high, 36 in. wide, 24 in. deep; depth with door, 32 in. **Manitowoc Equipment Works, Manitowoc 11, Wis.**



Revco Gourmet refrigerator, left; Icemaker, center; and Custom freezer, right

REVCO'S 1958 Bilt-Ins

Five new Revco bilt-ins for 1958 include RG-99, 9 cu. ft. Gourmet refrigerator; RI-89, 7.3 cu. ft. Icemaker refrigerator; RU-59 7.3 cu. ft. under-counter refrigerator; FC-79, 5.7 cu. ft. Custom freezer and FU-69, 5.7 under-counter freezer.

A new and superior performance is claimed for the Revco Gourmet which features a compressor combined with a new spiral evaporator and air circulating system which is integral with unit but located above and outside food storage cabinet.

Classic exterior design provides maximum storage in minimum space; ultraviolet lamp purifies air circulated around food; automatic humidity control and defrosting; and is said to chill foods faster and keep contents as cold as required with minimum temperature variation.

Bilt-ins are offered in choice of stainless steel, copper-glow, matching wood or a choice of 28 decorator colors. Each is a separate unit and may be installed singly or in multiples for complete flexibility of arrangement and location. **Revco Inc., Deerfield, Mich.**

Westinghouse appliance control center

WESTINGHOUSE Appliance Centers

Two new automatic appliance centers designed for installation between studding in standard 4-in. wall to provide adequate housepower for small appliances is announced by Westinghouse. Can be installed anywhere in kitchen or dining area.

Both fit into wall opening 14 ¼ in. wide and are bracketed to 2 wall studs.

In Deluxe model, announced 18 months ago, a single 240-volt circuit is split into individual 120-volt outlets—3 on retractable cords and two on plug-in receptacles. Three of outlets can be timed automatically by clock-timer; has a 12-in. square face and is 9-in. deep.

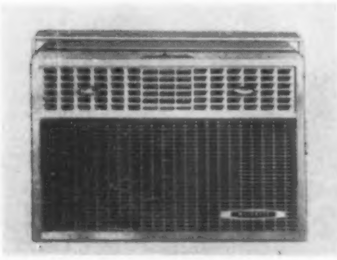
Custom model has 4 outlets, 2 on retractable cords and 2 plug-in receptacles clock-timer provides automatic cooking; mounts in wall opening 14¼ x 8⅛ in. 3 15/16 in. deep.

Special model has 4 plug-in receptacles, minute minder to signal when preselected cooking time has elapsed; roughing-in dimensions for this model are 14¼ x 6 in. and 3 in. deep.

Price, Deluxe, $99.95; Custom, $64.50; Special, $34.50. **Westinghouse Electric Corp., Mansfield, O.**

new products

AIR CONDITIONERS AND FANS



Mitchell portable air conditioner

MITCHELL 1958 Air Conditioners

Completely re-tooled, the 1958 Mitchell line of room air conditioners includes a True portable; 4 Slim 'n-Low, and 5 Jubilee series, featuring 3 new engineering developments: "floating air chamber," "variable aire" system, and washable micro-static filter of dynel fibers.

Line provides a unit to fit every size and shape window, for every size and shape room in a full range of capacities.

Leading the line is PO5 H-1 True portable; weighs 62 lbs; measures 16⅞ in. wide, 11⅞ in. high, 15-in. deep; snap-in "Minute-mount" with expanding and contracting filler panels permits complete mobility; can be installed in any room in house or any size, or shape window; uses only 6.9 amps; 115 volts, a.c.; built-in carrying handle; cools up to 1200 cu. ft. or can be applied in multiple installations.

Mitchell Slim-n-Low

Slim 'n-Low series includes F 17 H-1, 1 hp, 7½ amps, 115 volts; B1OH-2, 1 hp, 230-v; BA20 H-2, 2 hp, 230 v and B20-H-2, 2 hp, 230 volts; all four models styled with unmechanical look to become part of any decor. F17-H-1 is 15 in. x 15¾ x 25 in. wide; other models 18 x 23 x 26⅞ in.; units fit flush inside and outside; feature floating air chamber, variable air ventilating and exhaust system and condensate atomizing wheel. Air chamber floats on ½ in. polystyrene isolating it from rest of unit, floating action insulates discharge air plenum, keeping heat from air stream and insuring top rated capacities in temperatures over 120F; also absorbs operating sound and prevents transmission of compressor vibration to air stream, then into room.

Variable aire feature makes it possible to exactly regulate amount of ventilated or exhaust air moved for controlled fresh aire or pump-out. Unit operates at full, ¾ or ½ capacity on

Mitchell Jubilee series

ventilate or exhaust; 5 directional louvers allow positive direction of air, maximum control of cooling pattern of discharged air for draftless comfort; F17-H-1 has new condensate atomizing system that boosts efficiency by creating evaporative condenser effect.

Jubilee series includes A37 H-1, 7½ amp, ¾ hp; A12 H-1, 12 amp, 1 hp; A12 H-2, 230 volt; hp; A15 H-2, 230 volt, 1½ hp; and A20 H-2, 230 volt, 2 hp.

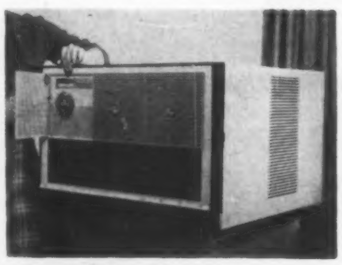
A 15 H-2 features automatic thermostat, directional louvers, flush mount.

Slim 'n-Low and Jubilee series feature washable micro-static filter of dynel fibers to remove large particles from air; micro-static charge creates second filtering action to remove smaller particles; final air wash removes remaining dust or pollen that slips through ordinary filters.

Jubilee units feature slide-out chassis, thermostat with new manual or constant run position, ventilate and exhaust.

Dehumidifiers

Dehumidifier line features a deluxe model with living room styling, ⅙ hp welded hermetic compressor that removes up to 32 pts water from 12,000 cu. ft. in 24 hrs.; Imperial, automatic turns on when humidity becomes excessive and turns off when safety level is reached again; special high capacity ⅙ hp compressor is featured on this model. **Mitchell Mfg. Co., Div. Cory Corp., 3200 W. Peterson, Chicago, Ill.**



Coolerator "Custom" air conditioner

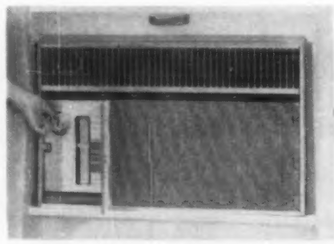
COOLERATOR Air Conditioners

Coolerator 1958 air conditioner line includes 6 Super models, 10 Custom models; 5 self-contained residential models and 5 remote systems.

Super models include two 1-hp. 115-volt models; a 1-hp. 230 volts; two 1½ hp. models in 230 and 208 volts; and a 2-hp. 230 volt model. Features include Dynel filter; power exhaust; pushbutton controls; 4-way directional air discharge; Tecumseh compressor; baked-on Epon enamel finish; other features include drawer-type chassis; weather-protected wiring and controls sealed inside front paneling for longer life; 5-year warranty—1-year on complete unit and 4-years on refrigeration system.

Custom models include a 1-hp., 115 volt, 7½ amp; two 1 hp., 230 and 208 volts; two 1½ hp. 115 and 230 volts; two 2 hp. in 230 and 208 volts; a 2½, 230 volt; a 1 hp. 230 volt reverse cycle model and a ½ hp. 115 volt portable.

Custom models feature Lectrofilter automatically filters out tiny, unseen grains of pollen dust, leaf mold etc.; tiny generator gives filter its electrical characteristic; 4-way air-flo grills; 2-speed blower; automatic, pushbutton controls; Tecumseh compressor. Other features include drawer-type chassis; weather protected wiring; never-needoiling motors; copper tube and aluminum fin coils. **Lonergan Coolerator Div., McGraw-Edison Co., Albion, Mich.**



Amana Slim-Lo air conditioner

AMANA 1958 Air Conditioners

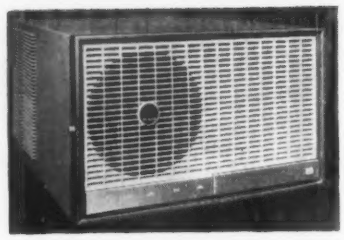
Included in Amana's 1958 air conditioner line are Slim-Lo models in 2 sizes; 7 Air Command; 3 Compact and 4 Year-'Round models.

Slim-Lo is a "wall-thin", flush-front unit, 15½ in. front to back and 18 in. high; available in ¾ hp., 7½ amps and 1 hp., 7½ amps; can be mounted in casement windows, in-the-wall, or 5 different positions at top or bottom of double-hung windows.

Permanent, woven decorator fabric panel front on right side serves as entrance for air returning to unit, on left as cover for door concealing control panel. Six control settings: exhaust, hi-cool, nite-cool, cool, fan vent, and off, provide combinations of cooling, ventilation, exhaust, dehumidification and filtering. Thermostat control gives choice of 7 cool-to-cold settings; special 2-speed fan, hi-cool for normal daytime use and nite-cool, reduced speed, with slower air movement and quieter operation.

Air Command models include ¾ and 1 hp., 7.5 amp., 115 volt units; 1 and 1½ hp. 12 amp. 115 volt models; 1, 1½ and 2 hp., 230 volt units; 2 glider controls located in lower front, permit selection of 7 cooling settings and fresh air, cool vent, lo-cool, hi-cool or exhaust; hinged panel conceals controls; draft-free directional air control; dynel fabric filters; all models 15 in. high, 25 wide and 28 deep.

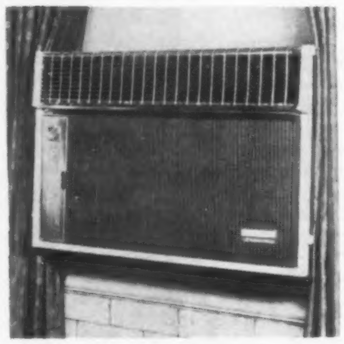
Compact models feature 3 budget-priced 1 hp. models, in 7.5, and 12



Amana Air Command conditioner

amps, both 115 volts; and a 1 hp., 230 volt model. Draft-free 360 deg. directional air control, dynel fiber filters statically charged to remove foreign matter; Compact models weigh 102 lbs; are easily installed; 13½ in. high, 25 in. wide and 16¾ in. deep.

Amana Year 'Round reverse cycle models automatically heat or cool; thermostatically controlled; provide heat instead of cooling when temperature drops below control setting; available in 1, 1½ and 2 hp., 230 volt and in a 1½ hp., 115 volt unit. Two finger-touch glider controls located on a concealed panel at right front; thermostat control permits selection of 7 cooling settings; rotating air discharge grill on front permits 360 deg. directional air control; all have dynel fiber filters; silent aire turbin reduces noise level; 2-speed fan motors provide extra quiet night-time operation; 15 in. high, 25 in. wide, 28 in. deep. **Amana Refrigeration, Inc., Amana, Iowa.**



York's Senior Supreme air conditioner

YORK'S 1958 Air Conditioners

Four lines incorporating 9 models ranging from 1 to 2 hp in size, makes up York's 1958 room air conditioner line.

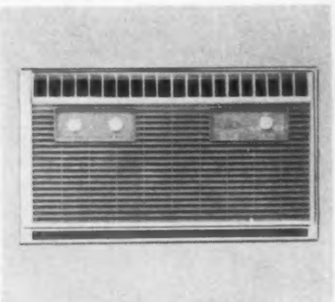
New design of compressors, cooling coils and tubes make possible the smallest of units. "Power Mite" 1-hp model cools a space 1428 times its size; operates on 115 volts, 7½ amps and measures 22 in. wide, 14 in. high and 14⅞ in. deep. Available in 2 Custom models (115 and 230 volts) and the Supreme, which operates on 115 volts in 2-tone gray cabinets with golden grille and control center panel; rotating air grille with slanted louver bands permits multi-directional air cooling; 2 cooling speeds, automatic temperature control and outside discharge of room air are other features. Snap in kit makes installation simple.

Compressomatic Supreme, only slightly larger than Power Mite; maze coil construction, staggered tubes, rippled aluminum fins increase efficiency and reduces dimensions to 14 in. high, 17 in. deep, 24½ in. wide; 215

sq. in. filter strains dust, dirt and pollen from air; Clean Air Sentry automatically signals time for filter change by flashing red light; 2 cooling speeds, automatic temperature control, discharge vent and Duo-Cycle starting to prevent "shock overload"; new grille design moves air evenly, eliminates drafts; Hydro-Lift increases cooling capacity, prevents sweating.

Senior series with a 1½ hp Supreme, a 2 hp Custom and a 2 hp Supreme, are designed for multi-space conditioning; features compactness and increased efficiency; Senior Supreme 1½ hp operates on 115 volts, 12 amps. Senior Custom 2 hp for large area cooling. Custom and Supreme 2 hp units include maze coils, Hydro-Lift, a 225 sq. in. filter and flush inside fit. Senior Supreme models have golden grille and control panel door plus a difference in Btu capacities.

Continuing in the 1958 line are the Snorkel units ranging from ¾ to 1 hp; available in aluminum grey, metropolitan grey and provincial wood grain; engineered to use minimum window space and overcome building code restrictions, they fit against wall below window and require only 9 in. above sill; adaptable to heating or cooling. **York Corp., York, Penna.**



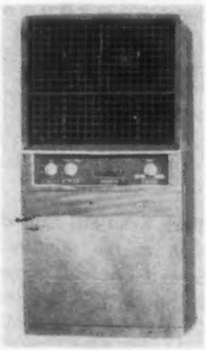
Airtemp "CustomRoyal" air conditioner

AIRTEMP 1958 Air Conditioners

Airtemp's expanded 1958 room cooler series consists of 17 models—3 Forward Look, cabinet designs: 1 for double-hung windows; 1 for casement windows; and an "Imperial" version for built-in or through-the-wall installations. Sizes run from ½ to 2 hp. as follows: two ½ hp; five ¾ hp; eight 1 hp; one 1½ hp; one 2 hp.

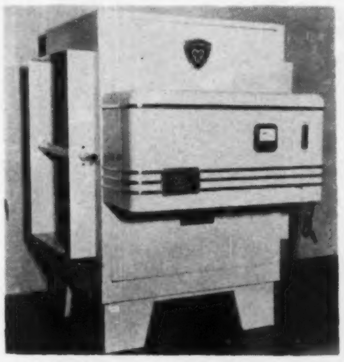
Custom and Custom Royal models have as standard equipment, automatic thermostat control, fresh-air intake, exhaust control; 2-speed fan.

Two 1-hp models designed for 7 amp operation are included in series; Custom model 1600-26 equipped for reverse cycle heating.



Airtemp 1-hp casement-window air conditioner

Large grilles, adjustable for 4-way directional air control; spacious filter areas to filter dust, dirt, pollen from air; quiet operation; new mounting kits are additional features. **Airtemp Div., Chrysler Corp., Dayton 1, Ohio.**



Trion electronic air cleaner No. 6-100

TRION Air Cleaner

Known as the 6-100 model, this economy-size electronic air cleaner has a capacity of 800 to 1000 cfm; sized to fit furnace with Btu rating of 80,000 to 100,000 or central air cooling unit of 2-ton capacity.

Line now comprises 9 models for use in homes, small commercial establishments ranging in capacity from 800 to 9600 cfm.

Enclosed in eggshell and bronze cabinet, it may be floor mounted or suspended; has efficiency rating of 90 percent in removing pollen, germ-laden dirt, dust and smoke. **Trion Inc., McKees Rocks, Pa.**

Arvin roll-around fan, No. 7954

ARVIN 1958 Fans

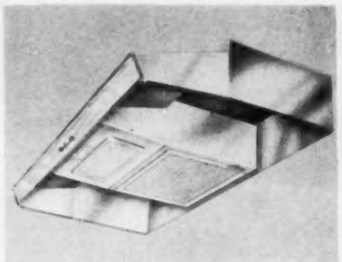
Two new 20-in. models, No. 7954 and No. 7841 highlight the Arvin 1958 fan line. In addition to the new models the line includes three 20-in. combination window and portables; two 20-in. window ventilators; two 14-in. window and portable units and a pedestal that will accommodate any 20-in. Arvin fan.

No. 7954, mounted on wheeled stand, can be adjusted to heights from 26 to 58 in. off floor; adjusting knobs inside fan pedestal will not catch when unit is rolled through doors; fan can be rotated through 360 degs. with knob holding it firmly at any angle; 2-speed, 6-pole induction motor does not interfere with radio or TV reception; motor has 4-point mounting; 3 aluminum electronically balanced blades have rubber-mounted steel hubs to prevent noise; 4000 cfm at high; weatherproofed for use in window.

No. 7841, similar to No. 7954; has 2-speed, 4-pole, electrically reversible induction motor; can be used in window with or without adjustable panels, or on floor; 3250 cfm on high speed.

Both fans charcoal enamel: white grilles; black fan blades, handles and control knobs; charcoal pedestal for No. 7954. All fans have 5-year guarantee.

Prices: No. 7954, $54.95; No. 7841, $44.95. **Arvin Industries Inc., Columbus, Ind.**



Fasco series 95 power range hood

FASCO 1958 Fan Line

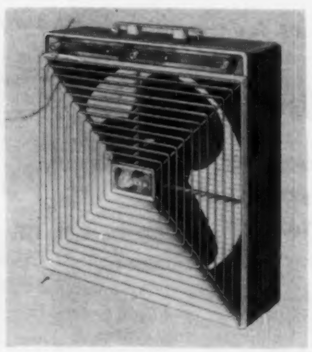
Fasco's series 95 power range hood with powerful ventilator, exhausts odors, moisture and grease fumes; "Slim-Trim" lines; gold instrument panel puts switches up front; light and ventilating fan completely built-in for for easy cleaning; removable, washable filter.

White and copper baked enamel or stainless steel; prewired for easy installation; available in 30, 36 and 42-in. sizes; splash plates available in all finishes and sizes.

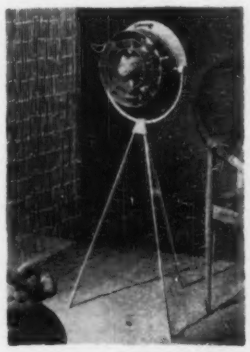
Fasco 20-in. portable No. 2075 has "Slim-Trim" design; golden instrument panel; flick-of-finger adjustment for thermostat control; 3-speed air flow in either direction; electrically reversible; reminder pilot light for "current on."

Off-white plastic diffuser grille; all moving parts guarded from outside contact; off-white grille, mocha case.

Portable 20-in. 2002 and 2000 models combine "Slim-Trim" look with new high in air moving efficiency; scientifically balanced elements deliver smooth, steady flow of air at high or low speed; electrically reversible; No. 2002 has side mounted controls, sturdy handle, compact housing; brown and tan with off-white grilles. No. 2000 is same as 2002 with manually reversible fan. Nos. 2075, 2002 & 2000 available with Wheel-A-Breeze for room-to-room use. **Fasco Industries, Inc., Rochester, 2, N. Y.**



Fasco 20-in. portable fan No. 2075



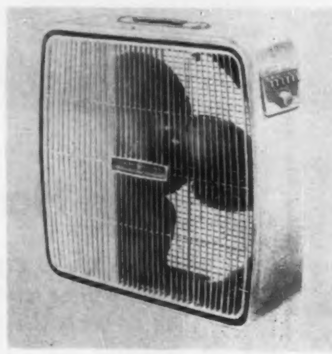
R & M-Hunter Tripod fan

R & M-HUNTER Fan

Combines new principles of high-velocity circulation and high fashion; deep-penetrating, sharp focus beam of delivered air to boost circulation of air conditioned or heated air by delivering air stream directly against wall or ceiling; swift-moving air remains close to room perimeter, prevents cooled air from packing at floor or heated air from stratifying near ceiling.

Egg-crate baffle across air delivery kills turbulence, converts swirling energy into penetrating energy; green finish, gold trim; weighs 14 lbs.; supported by 3-point structure.

Price, $49.95. **Dio Robbins & Myers, Inc., Memphis, 14, Tenn.**



G-E deluxe 20-in. automatic fan W-10

G-E 1958 Fan Line

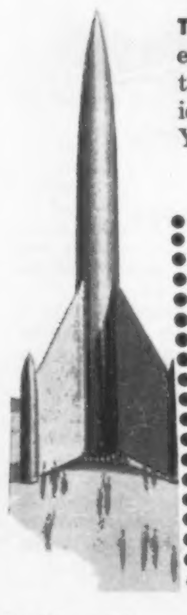
Fourteen portable, circulating and window models make up 1958 G-E fan line.

Head of line is deluxe 20-in. automatic W-10, circulates 5000 cfm; new plastic air-diffuser safety grill distributes air into every corner; electrically reversible motor; portable, can be used in window or as circulating fan; has automatic and pushbutton controls; mountting panels for window installation included.

P-3, 20-in. 3-speed portable roll-around fan can be rolled on stand to any room, tilted to any angle or re-

QUICK PICK-UP FOR SALES and PROFITS...

See How Your York Space Man is Watching Out For You!



Takes Over Display Space! Posters, counter cards and display racks tie in with the national campaign—identify you as the local dealer for York Room Air Conditioners!

Dominates Magazine Space! A full schedule of 2-color, plus B&W page ads tell the dramatic Power Mite story to every national magazine reader in town!

Overpowers Local Advertising Space! York provides you with four-color outdoor posters, hard-selling newspaper ad mats, and complete "packaged promotions"!

And Look!

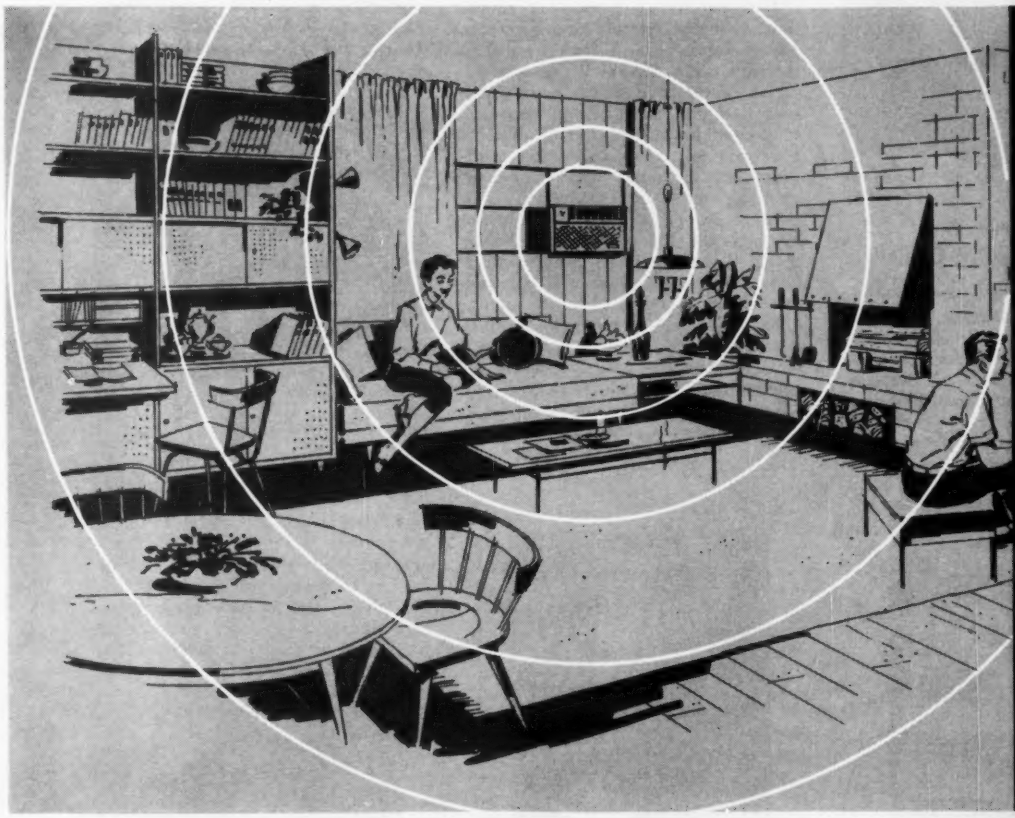
A Complete Supporting Arsenal...Everything You Need to Take Command of the Big Room Air Conditioning Market!

'58 York 1 HP Compressomatic—Has Clean Air Sentry, 2 speeds, Automatic Temperature Control, Fresh Air and Exhaust Vent, Duo-Cycle starting.

'58 York Senior—Has plus capacity for multi-space use, Cooling Maze Coil, Hydro-Lift moisture removal, Duo-Cycle. 1½ and 2 HP 115, 230 V.

York Snorkel—Stands only 9" high in the window. Has 2-Speed Cooling...Temperature Regulator...Staggered Cooling Coils...Mechanical Maid Filter!

YORK POWER MITE ROOM CONDITIONER



Tiny 1 HP Unit Filters And Dehumidifies As It

COOLS SPACE 1,428 TIMES ITS OWN SIZE!

CUSTOMERS WANT IT!

Lighter, more portable! You can pick it up, carry it home...move it from room to room, apartment to apartment, or house to house!

Fast, do-it-yourself installation! Unit includes handy new-type installation kit that's so easy to use you don't even need a screwdriver!

Takes up less space in the window! The Power Mite takes only 2.6 cu. ft. of window space yet cools over 3,769 cu. ft. of living area!

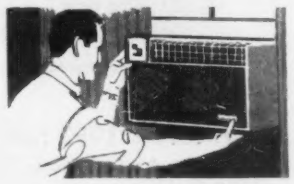
DEALERS LOVE IT!

Multiplies pick-up sales! Encourages impulse buying because customers can take Power Mite home—get a quick pick-up from summer heat immediately!

Slashes delivery expense and bother! Customers pick it up—carry it home in the car. You save money, time!

Reduces storage and display space! Smaller sizes mean inventory takes up less of your precious storage space—takes up less space on the floor, too!

Customers carry it home



...Install it themselves

...Enjoy a quick pick-up in minutes!

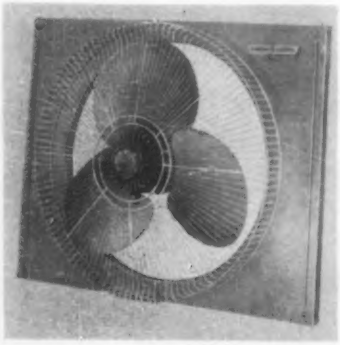
Your FUTURE and FORTUNE Now Lies With York!

YORK

York Corporation, York, Pa.
Subsidiary of Borg-Warner Corporation

new products

GENERAL ELECTRIC continued



G-E electrically reversible 20-in fan W-8

moved from stand for use as portable circulator or window fan.

Other new portables include portable twin fan T-4 with electrically reversible motor, and W-7 an electrically reversible 20-in. portable, both can be used in window or as circulating fans; mounting panels for 20-in. portable and twin fans available as accessories.

Electrically reversible 20-in. window model W-9 and W-8 20-in. exhaust fan has new sunburst safety grill.

Heavy duty oscillating model V-164 has 16½ in. blades and heavy-duty motor of 2100 cum; easily mounted on wall.

Two 1957 fans are carried over into 1958 fan line at reduced prices: W-6 20-in. portable and N-1 personal fan. Other carry overs at same price are F-3 floor circulator, A-2 all-purpose, W-21 kitchen ventilator and S-107 and S-125 12-in. oscillators.

Prices, W-10, $69.95; P-3, and T-4, $59.95; W-7 and W-9, $44.95; W-8, $34.95. Other models from $5.95 to $59.95.

Viking's 20-in. fan No. 1020

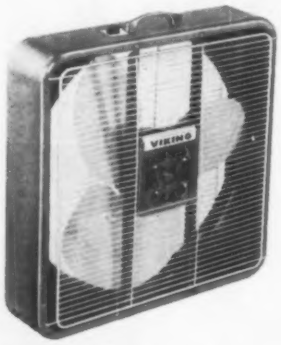
VIKING's 1958 Fan Line

Includes 4 models: Nos. 955, 1020, 720 and 1010.

No. 955 has 4 balanced blades; exhausts air at 3500 cfm; ⅛ h.p. motor; 4 speeds; electrically reversible; finger-proof safety grilles; Seafoam blue.

Two light, compact fans (720 and 1010) have 3 large 20-in. blades; direct drive 1/15 h.p. motor; exhausts 2400 cfm; rotary switch controls 2 speeds; Redwood brown and Capri gray finish.

Electrically reversible No. 1020, has 4-speeds; thermostat control; 3 quiet 20-in. blades driven by "hidden" 1/15 h.p. motor; 2500 cfm capacity; dial controls mounted at convenient angle



Viking's portable fan No. 720

for easy speed and temperature switching; redwood brown case.

All fans have baked enamel finish with gold accents. **Viking Air Products Div., National-U. S. Radiator Corp., 5601 Walworth Ave., Cleveland 2, Ohio**

Caloric Ultramatic gas range

CALORIC 1958 Range

Built-in features of the 1958 Ultramatic gas range include Thermo-Set top burner which keeps food at exact temperature set and makes every pot and pan automatic; Roto-Ray barbequer; a meat thermometer which turns oven off automatically when meat is cooked; Hi-Lo smokeless broiler.

Other features include automatic lighting of top burner, oven and and broiler, In-a-line timer indicates how much cooking time is left; instant-lighting speed-set top burners; automatic oven temperature control and appliance outlet; chrome oven racks which cannot tilt or come out accidentally; recessed oven light; lighted backguard panel in green, blue, pink or white.

The standard 4-burner ultramatic range is available in 24, 36 and 40 in. sizes; ranges come in variety of colors —black, white, yellow, green, blue, pink and copper tone.

Caloric Appliance Corp., Topton, Pa.

Lau ventilating range hood

LAU Range Hood Ventilator

Designed with 2 permanent aluminum washable filters and a 550 cfm blower capacity in 3 sizes to match standard range widths—30, 36 and 42 inches; lower hood swings down from snap latch for easy cleaning; filters are removable from steel frame supports for washing; complete blower unit slides out for quick maintenance or cleaning; automatic cutoff switch; 3-position switch controls blower with off, high and low positions; air movement is accomplished with double 6-in. diameter blower wheels powered by rubber mounted 2-speed motor. Operates on 115 v 60 cycle current; streamlined hood of heavy gauge steel and finished in white enamel or coppertone.

Price: $77.95.

Lau Blower Co., Dayton, Ohio.

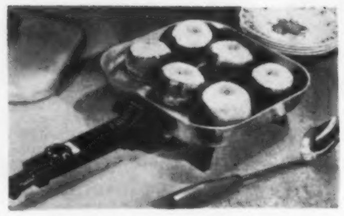
Sunbeam Floor polisher No. 610

SUNBEAM Floor Conditioner

Scrubs, waxes, polishes and buffs all types of floors. Special rug cleaning attachment makes it easy to clean rugs and carpets.

Consists of two 6-in. counter-rotating brushes that rotate at 600 rpm and cover 12-in. path. One pair of special brushes for scrubbing and waxing; another for polishing; 2 felt pads snap over polishing brushes for buffing; a third pair of special brushes, included in rug cleaning attachment, which is available extra, and which can be adjusted for rug thickness.

Suitable for use on hardwood, linoleum, cork, tile, slate, brick, flagstone terraces; motor housing 6¼ in. high, recessed so brushes can reach under furniture and operate to baseboards; vinyl plastic pumper; weighs 12½ lbs.; hangs up for storage; reversible upper cord storage hook. **Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.**



Westinghouse budget-priced frypan

WESTINGHOUSE Frypan

This budget-priced electric skillet has square-shaped Corox element cast into square base to give spread-even heat over entire pan surface; thermostat, built-into base, provides accurate temperature control; cool phenolic plastic handle has safety guard. **Westinghouse Electric Corp., Electric Housewares Dept., Mansfield, O.**

K-M Pop-Up toaster 22-503

KNAPP-MONARCH Toaster

Automatic pop-up toaster in decorator colors (pink, turquoise and yellow) as well as copper or chrome finishes; twist-of-button thermostat control gives light to dark toast; extra-high bread-lift provides convenience for removing rolls or short slices; twin handles for operation from either side; hinged crumb-tray.

Price: $19.95. **Knapp-Monarch Co., St. Louis, Mo.**

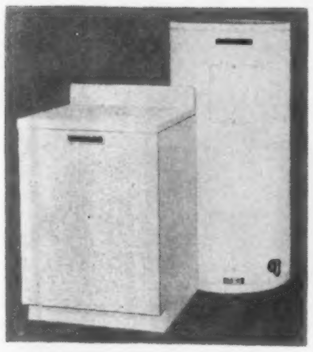
Red Devil Redi-Vac

RED DEVIL Cleaner

Redi-Vac, lightweight vacuum cleaner needs no attachments; plugs into any outlet; weighs 6¾ lbs.; ring molded into finger grip handle for hanging in closet; 1/6 hp. a.c.-d.c. motor; also suitable for motels, hotels, wherever emergency cleanups are required.

Trigger-type switch, 18-ft. cord; swivel nozzle for under furniture cleaning; easily emptied dirt cup; gray finish. **Red Devil Tools, Box 355, Union, N. J.**

new products

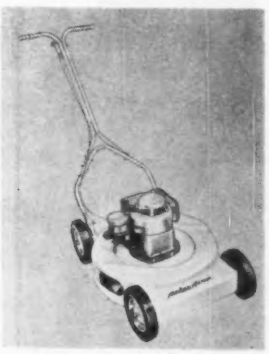


Westinghouse table-top and round water heaters

WESTINGHOUSE Water Heaters

Westinghouse, high speed, quick-recovery water heaters provide full 40-gal tank of 150 deg. water in two hours; made possible by direct and complete immersion of 2 high-speed Corox elements so that all heat energy is injected into water; special baffle prevents incoming cold water from mixing with hot water in tank; tank is protected against heat loss by heavy layers of glass fiber insulation.

Available in round and table-top models. Round model, 24 in. wide, occupies 30 percent less floor area than traditional models of same capacity; table-top model, 24 in. wide, 36 in. high, fits into kitchen or laundry installation with, or under, standard base cabinets. **Westinghouse Electric Corp., Columbus, Ohio.**



Atlas-Aire 21-in. power mower B225AA

ATLAS-AIRE 1958 Mowers

1958 **rotary power** mower line consists of 8 models in 21 and 19 in. sizes, in Atlas-Aire and Brenner series.

Atlas-Aire deluxe 21, No. B225AA has a 2¼ hp. Briggs & Stratton engine with rewind starter and remote hand throttle; 21-in. pitched steel blade, baffle-enclosed and recessed in 22 in. steel housing; 8-in. semi-pneumatic rubber tires; dual ports with port covers for leaf mulching; suction wind; 5 height adjustments.

Deluxe 19 B175CA has 1¾ hp B&S engine with rewind starter; 19-in. pitched blade; 6-in. semi-pneumatic tires; single port; 3 height adjustments.

Economy 19, 2CA, has 2 cycle 2 hp. Clinton motor; 6 in. tires; single port; suction wind action; 3 height adjustments.

Super Deluxe 21 in. model B275AA has B & S 2¾ hp. engine with remote rewind starter; Choke-A-Matic engine control, lo-tone muffler; large crown. 21-in. pitched steel blade, baffle-enclosed and recessed; 8-in. semi-pneumatic tires; dual port; suction wind action; 5 height adjustments.

Brenner Economy 19-in. model 2CB has 2 hp, 2-cycle Clinton motor with rope starter and throttle on motor head; shear pin clutch; safety-recessed pitched steel blade; single discharge port; curved housing permits cutting to within ½ in. of walls etc.

Brenner Deluxe 21 in. C250BB, has 2½ hp., 4-cycle Clinton motor; engine throttle on handle; rewind starter; improved slip clutch; safety recessed blades; dual ports; curved housing.

Brenner Super Deluxe 21, No. C300BB has 3 h.p. 4 cycle Clinton motor; rewind starter, Clinton Touch N Go motor control, both located high up on handle; new cast iron flywheel for easy starting; improved slip clutch; safety-recessed pitched steel blade; dual discharge ports.

All models have Stor-Mower handle that locks into upright position for storing; and special baked-on phosphatized enamel finish. **Atlas Tool & Mfg. Co., 5147 Natural Bridge, St. Louis, 15, Mo.**

HOMKO 1958 Power Mowers

New 1958 "Swept-Line" Homko power mower line includes 6 rotary mowers, 3 riding mowers, 3 reel-type mowers, a power "arm" with attachments, 3 sweepers, 2 edger-trimmers and "flat-top" stacking gas cans.

Rotary models have "Flexor" blade-swing-away type blade with flexible ends which snap back upon contact with rock or other obstruction; balanced wheels and side discharge which is set slightly back of center making possible for all clippings to be expelled at high velocity; all-steel construction; 3-in-1 fingertip throttle levers.

Rotary models include "Firebird" 18-in. model for average size lawn; "President" easy starting 18-in. electric; 20-in. "work horse" swings with pressure from one finger, adaptable to fence rows and rolling terrain; 22-in. "Bearcat" for larger lawns; self-propelled 22-in. "Thunderbird" mows without pushing, has 2-speed transmission.

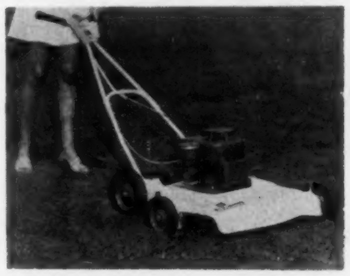
Power Arm, single, multipurpose unit, mounted with 4 nuts on rotary mower, edger-trimmer or rotary tiller. A 4-cycle B & S gas engine with recoil starter powers arm.

"Lawnmobile" 24-in. 4-wheel riding rotary has planetary transmission for any size lawn. "Billy Goat" 24 in. eel-type for level lawns; "Lawn Traveler" 30-in. reel-type riding mower with 4-cycle engine has electric starter that may be plugged into outside wall and detached when motor starts.

Powered sweeper has 1-lever control and speed, 6-bu. capacity basket lifts out for easy meeting; other sweepers are 20 and 24-in. hand powered models that fold away for storage.

Lawn Scout edger-trimmers in gas or electric—9-in. gas model is two tools in one—with blade horizontal it trims close to trees etc, perpendicular it edges, curbs, driveways and bed. Electric model has 2 separate units—one for trimming, the other for edging.

Homko gas cans in 1¼ and 2½ gal. sizes have flat tops to save space. **Western Tool & Stamping Co., Des Moines, 13, Iowa.**



Moto-Mower with starter rope at handle grips

MOTO-MOWER Mowers

New safety system of Moto-Mower line includes a starter rope, choke, engine speed controls and clutch that have been put into a compact dashboard unit located on mower handle—engine can be started, adjusted for speed, and stopped by fingertip movement.

On new "Roto-Ride" model, a deluxe riding rotary, both clutch and brake are operated by single foot pedal, giving instant stop-and-go control; when pedal is pressed down, brake is released and clutch engaged; when pressure is released it stops automatically.

Other Moto-Mower safety features include enclosed, automotive type transmission; ground hugging deck which encloses blade; friction disc safety clutch on drive shaft to prevent blade from breaking.

Dial-A-Matic dashboard controls includes cutting height adjuster. **Moto-Mower Div., Detroit Harvester, Richmond, Ind.**

West Bend "Vapor-All" vaporizer

WEST BEND Vaporizer

West Bend has acquired name, tools, patents of the Vapor-All from Sanit-All Products.

Simple to operate: 1-gal. water bottle is filled, inverted into copper bottle holder; reset button pressed and plug in. Provides up to 12-hrs. vapor to bring relief for coughs, colds, etc.; runs continuously all night for inhalation and humidification; aluminum and copper; electric cut-off turns vaporizer off when water supply runs dry; portable for use in any room-nursery, sickroom bedroom or living room, also suitable for offices.

Includes stainless steel cups for medicated vapors, flexible aluminum tube to direct steam; 110-120 volts, a.c. **Price:** $19.95, **West Bend Aluminum Co., West Bend, Wis.**

Hankscraft vaporizer-humidifier

HANKSCRAFT Vaporizer-Humidifier

A new large-capacity combination vaporizer-humidifier has been added to the Hankscraft vaporizer line and features a full 1¼-gal. capacity (runs 12-hrs. on one filling); and is completely automatic; has modern green all-plastic styling, a 1-piece breakproof plastic heating unit; designed to supply continuous steam for quick relief from colds, and larger capacity makes it ideal room humidifier.

Price: $9.95.

Hankscraft Co., Reedsburg, Wis.

Magic Chef range 13B25A

MAGIC CHEF Gas Ranges

Three new gas ranges—13B25A, 13B21A and 13B20A—feature backrail with sun-glow copper escutcheon panel, fluorescent light, charcoal colored clock and brush chrome trim.

Deluxe features include red wheel oven control, center simmer uniburners, automatic broiler that rolls out when door opens. No 13B21A has automatic oven lighter. No. 13B25A has automatic oven lighting and Magitrol top burner that makes all pots and pans automatic. **Magic Chef, Franklin, Tenn.**

new products

TV, RADIO, HI-FI, RECORDERS

Setchell-Carlson Lowboy TV No. 5817

SETCHELL-CARLSON TV Sets

Setchell-Carlson announces the availability of new "Low-Boy" or table sets with 17BSP4 or 21CKP4 picture tube. Both 17 and 21-in. sets have short-depth 90 deg. self-focusing super-aluminized picture tube, 12-position switch-type Tetrode tuner; all-channel Tetrode tuner optional at slight additional cost; rim control vernier tuner adjustment; front-tuning for easy operation; filter-ray tinted safety glass; 5-in. Alnico V extended range speaker on No. 5817, 6 in. on No. 5821; compact No. 258 aluminum chassis with 2 long life Silicon rectifiers; 2 double-tuned high gain IF stages; keyed AGC; sync separator and Filachek.

Available in mahogany, light or dark in slim low-boy or table styling.

Prices: No. 5817, $179.95; No. 5821, $199.95 **Setchell Carlson Inc., New Brighton, St. Paul 12, Minn.**

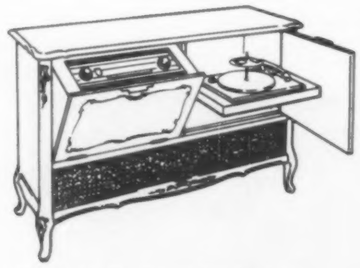
Hoffman 21 in TV Lowboy 3441

HOFFMAN TV Lowboy

Featuring Hoffman's Soundorama hi-fi audio system with 4 speakers, the new set, No. 3441, also uses Hoffman's Dyna Touch tuning for automatic station selection; contains a shortneck 90 deg. picture tube and Mark 5 chassis with 21 tubes.

Other features include New black easy-vision lens with Neutrex light shield and has provision for Beam-Rider remote control; adjustable keyed AGC, improved push-pull audio power amplifier, separate bass and treble controls and phono jack.

Price: $399.95 in mahogany; $425 in limed oak or Salem maple. **Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.**



Videola-Erie "La Elegante" radio-phono

VIDEOLA-ERIE Radio-Phono

"La Elegante" combines AM-FM shortwave radio and deluxe 4-speed changer in French Provincial cabinet of antique white, light mahogany or cherry wood. **Price,** $695.

The Fonovox line, of which the new model is one, is imported from West Germany by **Videola-Erie Corp, Brooklyn.**

Packard-Bell all-transistor portable radio

PACKARD-BELL Portable Transistor Radio

Tubeless all-transistor model 6RT-1, also known as Super-T, employs power-tone superhet chassis, 5-transistors, a diode, with phase-modulation dynamic speaker and built-in ferro-loop antenna; carrying handle, when not in use, folds flat against case.

Has battery-life expectancy of up to 225 hrs; tuning dial indicates CD frequencies; measures 6⅜ in. long, 3⅛ in. high and 1⅝ in. deep; weighs 20 oz. top-grain leather in choice of walnut brown, golden tan or Sierra white.

Price: $44.95. **Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 65, Calif.**

Merco transister radio 300MTR

MERCO Transistor Radio

Measuring 8½x5½x2½ in., this portable transistor has an Economy circuit consisting of 3 transistors in superhet set with 2 IF's in reflex circuit that increases capacity; operates on single 9-volt battery that plays over 700 hrs.; has 4 in. extended range speaker; luggage tan simulated leather case with gold decor, saddle stitching, luggage expansion handle with brass fittings; loop antenna; weighs less than 2 lbs.

Price: $29.95. **Merco Recording Co., Springfield Gardens, Long Island; Cahn & Weininger, 1150 Broadway, New York 1, N. Y., National Sales Representatives.**

RCA-Victor "Jetstream" transistor radio

RCA-VICTOR Transistor Radio

Six-transistor, "personal-size" portable radio, "Jetstream" (Model 1BT4) operates on 3 flashlight type batteries; uses a new design which allows easy replacement of flashlight cells—¼ turn of side opening permits batteries to be removed easily without opening back of case; cells make automatic contact when inserted into opening; 4-in. speaker; finger tip on-off control; jack for earphone.

Comes in simulated leather case with gold and silver trim on face; operates on 6 transistors plus 2 crystal diodes; 5¼ x 8 in; available in russet, antique white or charcoal.

Price: $59.95. **RCA-Victor Div., Radio Corp. of America, Camden, N. J.**

RCA-Victor Mark IIID (model SHF3D)

RCA-VICTOR Hi-Fi Console

This French Provincial console in cherry finish has 4-speed record changer, 4-speaker panoramic sound system which includes two 12-in. speakers to cover entire range and two 3½ in. tweeters angled for dispersion of high frequencies; responds through range of 45 to 20,000 cycles.

The Mark IIID brings the RCA Victor line of multi-speed hi-fi instruments to 10; has 12-tubes plus 1-rectifier; "Master Control" panel includes separate loudness control; push-pull on-off knob and a special switch for addition of stereophonic sound.

Price, $475. **RCA Victor Div., Radio Corp. of America, Camden, N. J.**

Pilot radio-phono PT-1055

PILOT Radio-Phono

Hi-fi FM-AM radio-phono model PT-1055 embodies the Pilot tuner FA-550 featuring "beacon" tuning; the 410A, 20-watt amplifier; matched 4-way, 5-speaker system consisting of a 15-in. woofer, 8 and 6-in. mid-range speakers and two 3-in. tweeters in acoustically isolated enclosures; Garrard RC-88, 4-speed record changer with variable reluctance magnetic cartridge and diamond-sapphire styli.

Features full folding doors in 3 finishes: cordovan, cherry or blond.

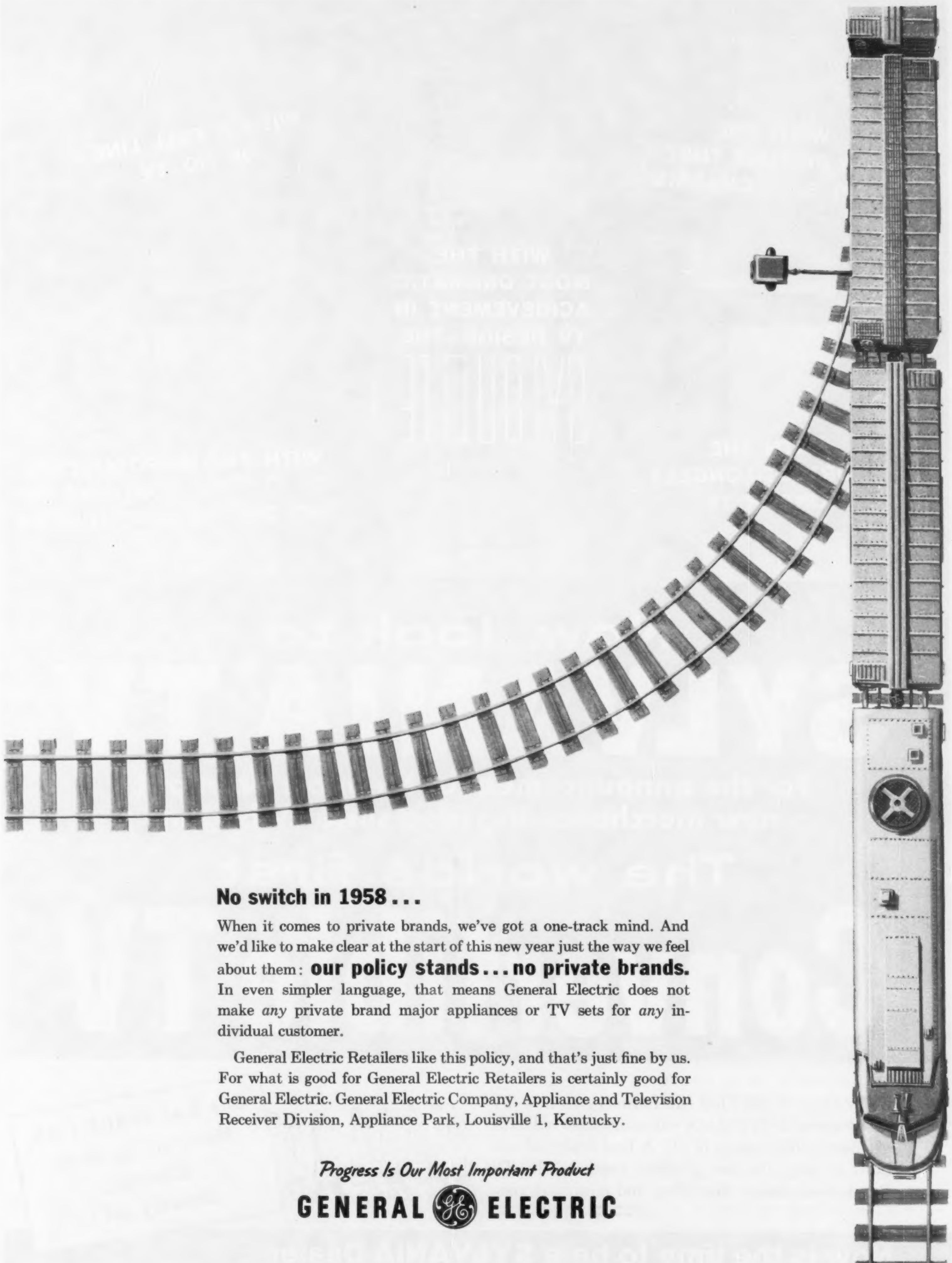
Price: $625 for mahogany; $635 for cherry or blond. **Pilot Radio Corp., 37-06 36th St., Long Island City 1, N. Y.**

Allied KN-4010 hi-fi tape recorder

ALLIED Tape Recorder

Allied's "Knight" KN-4010 hi-fi tape recorder features push-button controls; 2 built-in speakers; "roving" speaker, powered by 8-watt push-pull amplifier for room-filling sound; newly-designed transistorized preamp for minimum hum; digital index counter which permits "pin-pointing" any portion or recording; automatic shut-off when tape is finished; high-frequency AC erase; safety interlock to prevent accidental erasure; convenient volume control with loudness compensation; dual neon-bulb indicators for recording; at 7½ speed it records up to 1½ hrs on an 1800 ft. reel; 3 hrs. at 3¾ in. speed; inputs provided for recording from mike, radio or TV; charcoal gray case; 110-120 volt, 60 cycle a.c. outlet.

Price, $129,95 Allied Radio Corp., 100 N. Western Ave., Chicago 80, Ill.


No switch in 1958 . . .
When it comes to private brands, we've got a one-track mind. And we'd like to make clear at the start of this new year just the way we feel about them: our policy stands . . . no private brands. In even simpler language, that means General Electric does not make any private brand major appliances or TV sets for any individual customer.
General Electric Retailers like this policy, and that's just fine by us. For what is good for General Electric Retailers is certainly good for General Electric. General Electric Company, Appliance and Television Receiver Division, Appliance Park, Louisville 1, Kentucky.
Progress Is Our Most Important Product
GENERAL ELECTRIC

trade report

HARRY GRAYSON Editor

THE OUTLOOK FOR '58:

THE CURVE GOES BACK UP

Crystal-Gazing: WHAT'S AHEAD?

	1957 UNITS	1958 UNITS	1958 WILL BE %
Air Conditioners, Room	1,600,000	1,748,000	9.25 up
Bed Coverings	2,200,000	2,410,500	9.57 up
Dehumidifiers	225,000	244,400	8.62 up
Dishwashers	390,000	395,000	1.28 up
Disposers	550,000	596,000	8.36 up
Dryers, Clothes	1,319,100	1,511,875	14.61 up
Freezers	925,000	985,273	6.52 up
Mixers, Standard	1,200,000	1,435,714	19.64 up
Mixers, Portable	2,400,000	2,875,000	19.79 up
Ranges, Standard	940,000	948,588	.91 up
Ranges, Built-in	425,000	450,000	5.88 up
Refrigerators	3,350,000	3,487,500	4.10 up
Washers (Automatic)	2,865,000	3,047,777	6.38 up
Washers (Conventional)	990,000	865,833	12.54 down
Washer-Dryer Comb.	187,000	285,000	52.41 up
Water Heaters	800,000	823,111	2.89 up
Coffeemakers	4,400,000	4,962,500	12.78 up
Irons, Automatic	1,710,000	1,680,000	1.75 down
Irons, Steam	5,375,000	6,250,000	16.28 up
Irons, Travel	550,000	468,750	14.77 down
Toasters, Automatic	3,750,000	3,850,000	2.67 up
Waffle Irons-Sand. Grills	895,000	951,250	6.28 up

The Guesses Last Year

	1957 Estimate UNITS	1957 Actual UNITS	The Guess Was:
Refrigerators	4,463,333	3,350,000	33.2% high
Freezers	1,059,644	925,000	14.6 high
Washers (Automatic)	3,591,666	2,865,000	25.4 high
Washers (Conventional)	1,052,000	990,000	6.3 high
Dryers, Clothes	1,882,285	1,319,100	42.7 high
Ranges, Standard	1,294,500	940,000	37.7 high
Water Heaters	907,083	800,000	13.4 high
Dishwashers	462,500	390,000	18.6 high
Food Waste Disposers	591,667	550,000	7.6 high
Room Air Conditioners	1,695,800	1,600,000	6.0 high

BUSINESS will be a bit better in 1958 —better than 1957, that is.

At least appliance manufacturers are predicting a better year in 1958 than they had in 1957. They are optimistic despite the fact that they over-shot the mark on their predictions on every item last year.

Each year, ELECTRICAL MERCHANDISING'S market analysis department conducts a survey of a large number of manufacturers to find out what they say about the year ahead. For 1958, they compiled estimates for 22 items. That's twice the number covered in 1957. This page, therefore, includes two charts, one detailing 1957 and predicting the figures for the coming year on each of 22 items; the other showing how close to right last year's predictions came on the 11 items that were covered at that time.

The manufacturers feel that 1958 will top 1957 for 19 items; they foresee drops for conventional washers (down 12.54 percent), automatic irons (down 1.75 percent), and travel irons (down 14.77 percent). The loss in the field of conventional washers is simply a continuation of the steady decline of this appliance.

Manufacturers' estimates vary in their accuracy from year-to-year, of course. Last year the guess was high on everything; in 1956, it was high on six items and low on five. Last year's closest guess was on room air conditioners (6 percent high); the widest miss was on clothes dryers (42.7 percent too high).

Last year, manufacturers apparently failed to spot the trend. Although cautious in their estimates, they did not foresee the decline in sales that hit the appliance industry pretty much across-the-board.

The '58 Projection

For 1958, manufacturers are again predicting increases, but they are taking pains to be cautious. Furthermore, in some cases, estimates do not come up to actual 1956 sales—they are better only when compared to 1957 sales.

According to the estimates, the big gainers

for 1958 will be combination washer-dryers (52.41 percent up), standard mixers (19.64 percent up), portable mixers (19.79 percent up), steam irons (16.28 percent up), and clothes dryers (14.61 percent up).

The biggest drops will be the ones for travel irons and conventional washers.

In unit gains, the leading appliances will be steam irons, with an estimated gain of 875,000 units. Coffeemakers will register a 562,500-unit gain and portable mixers will come in third with a gain of 475,000.

Of the major appliances, clothes dryers, air conditioners, and food waste disposers will fare the best. They will be up 14.61 percent, 9.25 percent, and 8.36 percent respectively.

Last year's high hopes for refrigerators proved disappointing and manufacturers this year see only a 4.10 percent increase (they predicted a 21.5 percent increase last year, but were 33.2 percent too high in their estimate).

The accompanying charts do not include radio and television, but there are indications that the year to come will be as good as the one just closed for radio and perhaps even better for television.

About 6.5 million television sets were sold in 1957, according to the Electronics Industry Assn., and industry spokesmen see increased sales for 1958. Sources close to the industry think that 1958 will be a 7-million-set year. This means approximately a 500,000 set increase.

Industry spokesmen do not foresee much change in the influence of color television.

It will be portables that will capture an increasing share of the TV market. In 1957, portables sold somewhere in the neighborhood of 27 percent of the market. In 1958, it is believed they will figure in one out of every three sales.

EIA (formerly RETMA) also estimates that 15.3 million radio sets were sold in 1957. Industry spokesmen do not see how 1958 could be a better year than that, but neither do they feel that it will be any worse. It is believed, therefore, that radios will be sold in approximately the same numbers in approximately the same type classifications as in 1957.

LISTENING—

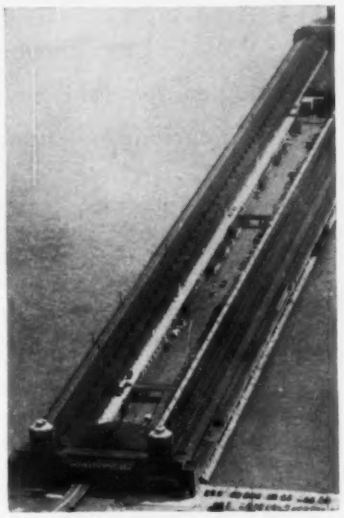
Chamber of Commerce president Philip M. Talbott: There will be a 50 percent increase in goods and personal services by 1965.

NATIONAL HOUSEWARES SHOW: Bigger and Bigger

Again, as probably expected, the National Housewares Manufacturer's Association has a hit on their hands. They have more exhibitors than ever before (729 against 727, last year's total) and measured in terms of buyers and visitors, too, plan the biggest show ever.

Generally speaking, the show will take the same shape as last year's event, with only minor changes. Exhibits will again take up the full length of both sides of the pier, the center island layout is retained, and the Drill Hall will still take care of the overflow, with some 140 exhibitors showing there.

A big plus for those acquainted with Chicago's January weather will be the doubled bus service. Eliminating those long waits for taxis outside the Pier where Chicago's breezes are in full career is a long step toward good sense. According to NHMA, buses will run to the Pier from 8 a.m. to 10:30 a.m. at five minute intervals, passing by some 15 Loop and north side hotels. In the afternoon,



they'll run from the Pier from 3:30 p.m. to 5:30 p.m. or as long as needed. There will be 25 buses in service and the ride will be free.

There is a change in the traditional social festivities that veteran visitors should note. The annual dinner-dance will be held on Saturday, January 18, at the Palmer House. This is a switch from the traditional Tuesday evening date. Dinner will be at 7:30, following cocktails at 6:30, and a top-flight floor-show is planned following dinner.

The NHMA semi-annual business survey settled the exhibit layout question for NHMA recently. Queried on their preferences—the present set-up, based on priority, or a new one, based on product classification—exhibitors were 91 percent in favor of the present system. Buyers were less unanimous, with 59 percent in favor of tradition and 41 percent that would like a change.

The rest of the survey concerned itself with business, and from the survey, 1957 looks pretty good, though certainly no boom year. Manufacturers evidently fared better than their buyers, and, reflecting this, the two groups are divided in their opinions of 1958's prospects.

Some 45 percent of the manufacturers said their 1957 business beat 1956, while 39 percent of the buyers reported gains. For manufacturers, the 26 percent of the reports that showed business lower, ranged down as low as 15 percent; the 45 percent who went higher claimed gains as high as 35 percent, though most were below this figure.

For 1958, the tables say that 73 percent of the manufacturers expect better business in 1958, and 21 percent expect the same volume. Buyers, however, differ sharply: just 53 percent of them expect an upturn, and 37 percent look for business to be "about the same."

In 1957, the biggest problem was cost—manufacturing and materials all rose. The answers were "increased economies" by 66 percent of the firms, "increased production" by five percent, and "no answer—we didn't make it" by eight percent of the manufacturers. For 1958, the majority look for prices and margins to remain relatively stable.

List of Exhibitors

Aluminum Cooking Utensil Co., Inc., The 713-715-717-719
Aluminum Specialty Co...........772-774
American Family Scale Co..........1023
American Gas Machine Co., Div. Queen Stove Works 1234-1236
Aristocrat Clock Co.............680-682
*Arvin Industries, Inc. 449-451-453-460-464-466
*Atlas Tool & Mfg. Co...........477-479
Automatic Controls Corp............478

Barler Metal Products, Inc..........1145
*Berns Air King Corp.............496-498
Bersted Mfg. Div., McGraw Edison Co. 186-188-190-192-194
Big Boy Mfg. Co., Inc.....1038-1040-1042
Birmingham Stove & Range Co........832
Bissell Carpet Sweeper Co....635-637-639
Block & Co.................309-311-313
Borg-Erickson Corp., The.........245-247
Brearly Co., The............263-265-267
Bridgeport Brass Co......1017-1019-1021
Bryant Electric Co., The............1165
Burgess Vibrocrafters, Inc...........1000

C. & H. Air Conditioning Fan Co....1265
Cal-Dak Co., The............928-930-932
Capitol Products Co., The............961
Casco Products Corp. 299-301-303-305-307
Chelsea Fan & Blower Co., Inc......C-529
Chemex Corp. 1105-1107
Chico General Products Corp.........1151
Clark Co., J. R., The.....790-792-794-796
Club Aluminum Products Co. 658-660-662-664
Comfort Lines, Inc..........C724-728-932
Continental Scale Corp..........225-227
Cory Corp. 624-630-632-634

Davis Mfg. Co..................806-808
Dazey Corp., The...............201-203
Detecto Scales, Inc......810-812-814-816
Diehl Mfg. Co.....................1113
Dominion Electric Corp.......238-240-242
*Dormeyer Corp. 291-293-295-297
Du-Wal, Inc. C-904

Ekco Products Co.......103-105-107-109-111-113-115

Electric Steam Radiator Corp.........205
*Emerson Electric Co., The........934-936
Enterprise Aluminum Co......819-821-823
Everedy Co., The...............860-862

Farber Inc., S. W............729-731-733
*Fasco Industries, Inc............229-231
Finders Mfg. Co..................C-241
Foley Mfg. Co..............721-723-725
Forman Family, Inc...............C-644
Freezer Queen Products Co.........1148
Fresh-'nd-Aire Co., Div. of Cory Corp. 624-630-632-634

*General Electric Co., Housewares & Radio Receiver Div. ..720-722-724-726-728-730-732-734
*General Floorcraft, Inc...........C-289
General Slicing Machine Co., Inc...828-830
Genoa Mower Co.................1248

Hamilton Beach Co., Div. Scoville Mfg. Co. 157-159-161
*Hamilton Mfg. Corp.....367-369-371-373 375-377-379
Handy-Hannah Products Corp......C-209
Hankscraft Co. 756
Hanson Scale Co................193-195
Herold Products Co., Inc...........C-385
*Hoover Co., The..............164-168
Hunter Div., Robbins & Myers, Inc.....549

Inland Mfg. Div., General Motors Corp. 1109
International Oil Burner Co........C-465
Iona Mfg. Co...................575-577

*Johnson & Son, Inc., S. C....C-441-C-445

KVP Co., The......................657
Kamkap, Inc. 670-672-674
Kimberly-Clark Corp. 865-867
Kisco Co., Inc.....................384
*KitchenAid Electric Housewares Div., The Hobart Mfg. Co.............197-199
Kitchen-Quip, Inc., Food Co. Appliance Div. 1131
Knapp-Monarch Co. 650-652
Kord Mfg. Co., Inc.............920-922

La Belle Silver Co..............392-394
*Landers, Frary & Clark 207-209-211-213-215
Lasko Metal Products, Inc........528-530
*Lau Blower Co., The........521-523-525
Lee Industries, Inc..................509
Lovell Mfg. Co....................1252
Lux Clock Mfg. Co., Inc., The......527-529

Manning-Bowman Div., McGraw Edison Co. 186-188-192-194
*Markel Electric Products, Inc...C808-C812
Marlun Mfg. Co., Inc............837-839
Mastercrafters Clock & Radio Co.....458
Meier Electric & Machine Co., Inc....C-964
Mell Hoffman Mfg. Co...........905-909
Merit Enterprises, Inc............976-978
Metal Ware Corp., The.......C-297-C-301
Meyer & Sons, Inc., W. F............765
Midwest Mower Corp.............C-680
Mirro Aluminum Co......156-158-160-162

National Engineering & Mfg. Co....C-996
National Food Slicing Machine Co...C-173
National Presto Industries, Inc. C-153-C-157-C-161-C-165
Naxon Utilities Corp............600-602
Nicro Steel Products Co., Div. of Cory Corp. 624-630-632-634
Norris-Thermador Corp. 939
Northern Electric Co............972-974

Oster Mfg. Co., John........914-916-918
Outdoor Chef Products.............1271

Party-Q Corp. C-485
Peerless Broil Quik Corp............1143
Peerless Mfg. Div. of Dover Corp..393-395
Phoenix Table Mat Co....C129-C133-C137
Plastray Corp. 933-935
Proctor Electric Co.......684-686-688-690

Regal Ware, Inc................212-214
*Regina Corp., The..........408-410-412
Revere Copper & Brass, Inc., Rome Mfg. Co. Div. 640-642-644-646
Rival Mfg. Co...........148-150-152-154
Robeson Rochester Corp.......1008-1010
*Ronson Corp. 572

*Salton Mfg. Co., Inc...........997-999
Seal Sac, Inc...................185-187
Sessions Clock Co., The..........880-882
Seth Thomas Clocks..................514
Shetland Co., The.............1016-1018
*Signal Electric Div., King-Seeley Corp. C281-C285
Silex Co., The...145-147-149-151-153-155
Son-Chief Electrics, Inc..........815-817
Spartan Electric Radiator Corp......1263
Sperti Faraday, Inc..................249
Stetson China Co...............474-476
*Sunbeam Corp. ...C828-C832-C836-C840
Superior Electric Products Corp.......271
Supreme Products Corp............C-361
Swing-A-Way Mfg. Co...........189-191

Taylor Instrument Companies......169-171
Textile Mills Co.................256-258
Titan Mfg. Co......................612
*Toastmaster Products Div., McGraw Edison Co. 124-128-130
Toastwell Co., The..............372-374
Tricolator Mfg. Co..................381

United States Electric Mfg. Corp......268

Vernco Corp. 1225
Vollrath Co., The...............180-184

*Waring Products Corp.......421-423-425
*West Bend Aluminum Co. 665-669-671-673
Westclox 512
*Westinghouse Electric Corp. 272-274-276-278-280-282
Wooster Rubber Co..........809-811-813

(ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the management of the Natl. Housewares Exhibit and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

*Indicates advertisers in this issue of Electrical Merchandising.

Minnesota Gets Catalogued

A hassle between a home-grown catalogue discounter and leading department stores brings price cuts on current merchandise to Minnesota

Discount selling has come to the upper Midwest.

Late in 1957, the competition pot that's been simmering in the Twin Cities area boiled over when some new ingredients were added. A catalogue discounter, World-Wide, Inc., set up shop in Minneapolis and their catalogues began to appear all over the state, offering 1958 RCA merchandise at prices that small-town dealers claim are close to their one-lot prices and G-E traffic items at a reported 20 percent off list.

In fairly-competitive Minneapolis, knowledgeable appliance dealers, though peeved at the situation, at first tended to shrug their shoulders. They were used to competition, they thought, and, after all, "they still require a purchase order. Besides, not too many people see that catalogue." A hundred miles away, there was more outrage: servicing small-town dealers, used to coming out somewhere near list, were aghast, mainly because, in their close-knit communities, it wouldn't take many catalogues to get the word around to everybody. For both big- and small-town dealers, though, the worst was yet to come.

In Minneapolis, a department store, decided that "nobody, but nobody, undersells us," and met the catalogue price in the newspapers. They stuck to just one RCA TV set, offering a $239.95 model at $195, but this ad marked a milestone in Twin City history. It was the first time anybody had cut the price openly on current-year merchandise.

Of course, the past two or three years have seen the slow development of a regular metropolitan discount-style market. Those old-time servicing dealers who were financially weak were the first to fall as more and more volume went through what one wag calls "us servicing discounters." The out-and-out discount house began to appear, advertising that way and doing business that way. But most of the promoting was on older merchandise, and nobody advertised cuts on new items. Although most of the volume has gone through established appliance dealers, dealer mortality has been high over the past couple of years in the Twin Cities.

The price-cutting ads have hit dealer morale hard. Some of them have reacted fast and hard, dropping the offending line and signing new franchises. Others are hanging on until it gets too bad. These have a delicate problem of timing: they have to drop the line just as they run out of inventory on it. Their situation looks a little worse now, as a second Minneapolis department store has joined the fray, this time advertising price cuts on three models—a portable, for example, at $50 under list.

What happens next depends on a number of factors. How soon other brands get into the act is one. How effective any dealer line-dropping is, is another. How fast the original sparkplug—the catalogue house—spreads its distribution is a third. Meanwhile, it's a cinch there will be plenty of line-swapping in the Twin Cities this year.

Marketing Briefs

• The **American Home Laundry Mfrs. Assn.** reports that home laundry appliance factory sales during October amounted to 578,526 units, 1 percent greater than September, but 11 percent below October, 1956.

• The **Gas Appliance Mfrs. Assn.** says that the 240,900 automatic gas water heaters shipped in October constitute a 7.2 percent increase over the same month last year.

• **Kelvinator** reported recently that sales of its 1958 automatic washers have increased 14 percent over last year since their introduction in mid-summer. Top-of-the-line automatic washer models have greatly increased in proportion to total sales over 1957 models (from 15 percent in 1957 to 27 percent this year of automatic washer billings).

• Vacuum cleaner sales for the **Lewyt Corp.** during August, September, and October increased 18.3 percent over the same period last year and matched the volume for the same three months in 1954, when the company introduced its machine on big wheels.

New Look in Ranges?

Fast, safe, and versatile.

Those are the attributes of a revolutionary new cooking device being shown in this country by Tuttle & Kift, Inc., a subsidiary of Ferro Corp.

The new range, developed originally by Max Baermann of Cologne, Germany, uses "magnetic eddy currents" to heat foods and liquids. No heat is generated until a copper-clad stainless steel pan is set on one of the units. Magnetic currents flowing within the utensil are converted into heat energy. Removal of the pan stops the generation of heat and raising or lowering the pan controls the speed of heating.

The unit is up to 50 percent faster than conventional electric ranges. In tests, a pint of water has been brought to a boil in 103 seconds, compared to 206 seconds for the conventional range.

In the picture above consultant Bernice Strawn, Maxine Livingston of Parents magazine, and Laurence Wray of ELECTRICAL MERCHANDISING time the device at a press conference.

Its safety is due to the fact that no surface of the unit becomes hot from the current. A paper napkin can be placed between the unit and the pan and water boiled in the pan without igniting the napkin.

Eddy currents on each burner can be used to turn small magnetic rotors powering such small appliances as sharpeners, juicers and blenders.

Tuttle & Kift, a big supplier of conventional range units, has no plans to market the range itself. It is currently studying the device and showing it to range manufacturers. Cost of such a unit now would be somewhere near $400 but could be reduced to nearer $200 in mass production.

Merchandise Mart Slates Consumer Show

Starting January 17, the Merchandise Mart and Chicago's Commonwealth Edison Co. will launch a program to cash in on the Mart's unique position as a showplace for home furnishings and appliances.

The 1958 Home Furnishings Show will run for ten days, during which time those Chicago citizens who pay the 90-cent admission will have access to the Mart's 11th, 16th, 17th, and 18th floors. With the cooperation of Mart exhibitors, the showrooms will be open until 11 p. m. each night.

Outside on the Plaza, a "gold medallion" house built by Plymouth homes will be set up and decorated by the Assn. of Interior Decorators. Visitors will be offered keys, and those whose keys fit the house will have a chance at ten grand prizes, the top one being the house. To insure the attendance of family groups, the Mart is making first-class baby-sitting arrangements.

The show will be announced with full-page ads and through radio, TV, and billboards. The program in which the Mart and Edison are jointly investing $100,000 is the first of its kind for the "showplace of America," though public tours have long been offered.

Mart exhibitors say, for the most part, that they're enthusiastic about the show, and most are expected to make special plans to man their spaces and provide an extra bit of showmanship for the crowds. Some have said they would have liked more notice of the event in order to take better advantage of it.

Hotpoint's Revised Outlook

Hotpoint's 1957 ten-year forecast sees fewer factory shipments than previously predicted; 1957-66 figures are down about 28 million units

Hotpoint Co. has taken a more conservative look at the appliance industry's future.

This year's ten-year forecast of major appliance factory shipments constitutes a downward revision when compared to last year's prediction. This year's Hotpoint prediction is that about 286 million units will be shipped from 1958 through 1967. Last year's prediction (1957-66) totaled nearly 300 million units. Taking into account the latest forecast, together with 1957 sales performance, the 1957-66 period should see a total of only 272 million units, a 28 million drop in last year's estimate (see accompanying chart for figures on individual appliances).

Color television sets took a big comedown in the 1957 forecast. Last year, Hotpoint felt that the ensuing ten years would bring sales of 49.95 million black-and-white sets and 43.15 million color sets; this year, thinking was reversed: the prediction is 57.4 million monochromes, 34.85 million color.

Revised upward were the figures for washer-dryers (by 2.453 million), custom ovens (by 2.25 million), and automatic washers (by 271 thousand). On the other hand, most figures were revised downward, e. g. cabinet ranges (by 6.991 million), water heaters (by 5.15 million), dishwashers (by 4.5 million), dryers (by 4.312 million), refrigerators (by 4.08 million), disposers (by 3.772 million), air conditioners (by 2.6 million), and freezers (by 515 thousand).

The forecast predicts that the industry will ship in the next 10 years 9.2 million electric ranges, 10.7 million built-in appliances, 43.7 million refrigerators, 10.5 million food freezers, 27.7 million air conditioners, 7.9 million electric water heaters, 7.4 million dishwashers, 8.5 million food waste disposers, 38 million washers, 16 million electric dryers, 10.3 million washer-dryers, 53.2 million black-and-white TV receivers, and 43.1 million color TV receivers.

Hotpoint also forecast that the total value of industry shipments should exceed $85 billion in the ten-year period.

Breaking down its predictions by products, Hotpoint feels that free standing range sales, for instance, will even out about 1962 to around 900,000 units per year. Sales in 1956 were approximately 1.2 million. Built-in appliances, on the other hand, should hit the million mark by 1962 and reach 1.6 million units a year by 1967.

Another interesting set of figures is the one for refrigerators. In 1967, the forecast sees annual shipment of 5.1 million units of which 18.7 percent will be net additions and 81.3 percent replacements. In 1957, it is believed that about 3.32 million refrigerators were shipped with about 52 percent net additions and 48 percent replacements.

1957-66 APPLIANCE SHIPMENTS

How Hotpoint Survey Saw Them

	In 1956	In 1957
COLOR TV	43,150	34,850
B & W TV	49,950	57,400
WASHER-DRYERS	6,122	8,575
DRYERS (ELEC.)	19,287	14,975
WASHERS (AUTO.)	36,454	36,725
DISPOSERS	11,572	7,800
DISHWASHERS	11,132	6,630
WATER HEATERS	13,145	7,995
AIR CONDITIONERS	28,350	25,750
FREEZERS	10,805	10,290
REFRIGERATORS	46,000	41,920
CUSTOM OVENS	7,345	9,595
CABINET RANGES	16,301	9,310

*All figures are in thousands.

New Los Angeles Center Set to Open

The Los Angeles Winter Furniture Market, January 27–31 will mark the end of the Los Angeles Furniture Mart. In the spring, the Mart, which has been the center of Southern California's furniture business for the last 23 years, will yield its place to the new $7-million, 12-story home furnishings center now being built.

Industry spokesmen see the new center as a helpful factor in the present competitive market picture that exist in California.

"HERE'S THE LINE," says Emil Stanton, Ben-Hur sales manager, as he shows the company's new built-ins at the annual distributor convention.

Ben-Hur Stresses Quality

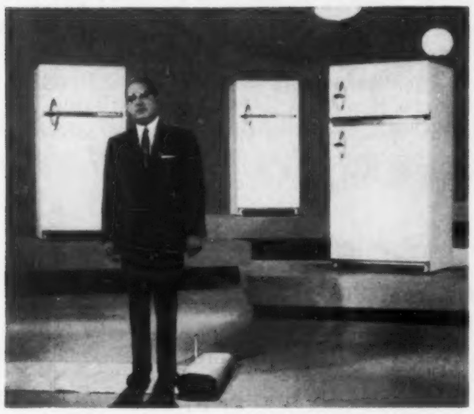
Setting out to beat 1957 by 10 percent, Ben-Hur offers a ten-year warranty, will underline quality in its sales pitch. Added attraction: new built-ins

To their field sales team assembled 49 strong in Milwaukee in December, Ben-Hur management unveiled a seven-model squared-up line of free-standing freezers and refrigerators, and a new line of built-ins that are due to get major attention from the Milwaukee firm in 1958. The theme of the meeting was "quality is the buy word; Ben-Hur is the sell word," and Ben-Hur backed this boast with the announcement of ten-year warranties on compressor units, the second five years giving customers prorated allowances on the cost of the replacement compressor.

The 1958 line includes four chest models and two uprights, the chests ranging from a ten-cubic-foot model at $299.95 suggested list to a 22-cubic-foot unit at $499.95. The two uprights list at $399.95 and $499.95, have capacities of 14- and 20-cubic feet respectively. The firm also offers its BRF-208 refrigerator-freezer double-door combination unit with 18.2 cubic feet total capacity at a suggested list of $749.95. These prices include the ten-year warranty and three-year food loss insurance.

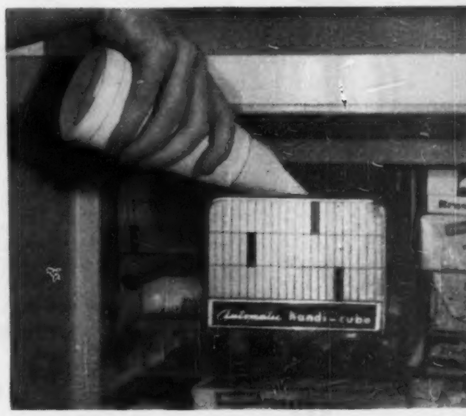
The new built-ins will be offered in four colors—on porcelain doors and in brushed chrome and antique copper on metal doors. Doors are reversible on-the-job, eliminating the left or right inventory problem. According to general sales manager E. F. Jackson, "We're deadly serious about built-ins this year." He and sales manager Emil Stanton outlined sales and advertising programs aimed largely at builders.

COMPARING NOTES on distributors for built-ins at Ben-Hur coffee break are, left to right, Henry Uihlein, president; H. J. Young, New York representative; and Marvin Dahl, Southern California representative.



A SINCERE Jud Sayre, backed up on a movie set by his 1958 line, pitches profits and prosperity to dealers in Norge's Swing'N'Sell movie.

AMONG NEW Norge product features are swinging shelves, on a side-of-the-box post, that are adjustable to any height.



ANOTHER IS an automatic ice cube dispenser, that need only be filled as the model is doing here.

7.5% of the Market . . .

—that's Norge's goal in 1958. To do it, they have a refrigerator they believe is very different

Tooling costs of just under \$3 million for the 1958 refrigerator line give solid evidence that Norge is really serious about increasing its share of the market next year. They hope, in fact, to boost their share to 7.5 percent.

In previous years, tooling costs have run perhaps 25 percent of the \$3-million figure. For the money, Norge is getting a brand-new line, completely square, with equally-new features, two of which they expect will steal the show at the markets. That's another switch—market-time introduction is not usual for Norge.

In past years, they've had the new line ready in the fall; this year, for this line, they planned no change of marketing date until much of the machinery and equipment necessary to produce the line got tied up in a supplier strike. This set the schedule back to where it made sense for Norge to go whole hog at the market. On January 6, some 750 factory and distributor personnel will start showing the new line to dealers at the Merchandise Mart and across the nation.

"Swing 'N' Serve." The new line would probably create some fireworks all by itself without any ballyhoo. It's the "swingin'est" line Norge has ever produced, with shelves that swing out—on a post at the right front corner—"Swing 'N' Serve" is Norge's description—and are completely adjustable, up and down. There are other surprises—an automatic ice cube dispenser that drops finished cubes into a tray, and need only be filled in place with a pitcher to start the next batch. The "Hydrator" vegetable keeper also swings out, just like the shelves; shelf adjustment is made with a "Shelf-Spacer" making it unnecessary for the housewife to remove the shelf, or even to unload it.

Beyond these features, the Norge 1958 line is styled in the now-accepted square look. Handles and hardware have been feminized, and inside-door storage has been given a high-style treatment. The new line has substantially increased interior lighting, and a new temperature control device. Features, styling, introduction time, and planned programs could all be described as ambitious.

Ambitious. Norge executives are likewise ambitious. In 1957, head man Jud Sayre described Norge's position in the laundry equipment field in terms of "wave length." At 10 percent of the market, he said, Norge could make money. Not nine and not eleven percent, but ten—that was where he wanted to be. For 1958, according to Sayre, Norge's refrigerator wave length is 7½ percent of the market—a mark the firm hasn't hit for some time, not since 1938 when they were running third in the industry.

That third place spot looks good to Norge still, and it looks attainable, though they're not planning to make it in 1958. There's been a lot of water under the bridge since 1938. The post-World War II refrigerator fiasco that reportedly lost Norge some \$16 million, a pre-Sayre lack of marketing data and little emphasis on engineering and research, and an often-lackadaisical distributor force put Norge at a crossroads in 1953-54. That was the turning-point, however, and the company now headed by Jud Sayre started back up the profit ladder.

Fur Flew. For a while, the fur flew in all directions. Half the distributors were replaced and more added; the turnover in factory sales personnel has scarcely been less great. The self-styled "sleeping giant" was now awake, out of bed, and running hard, and those who didn't like the pace were welcome to step aside. He's still moving fast. Though Jud Sayre says "Most changes are behind us," there is still some distributor turn-over and sales force reshuffling.

This often-rugged process has paid off pretty well for Norge just three years later. Confining the discussion to refrigerators, you can find that Norge increased its take in 1957 by about 10 percent—in a down year. Norge men are sure that they finished up 1957 within the top five producers of refrigerators.

Bets on the Product. Coming into 1958, Norge is placing all bets on the product. They think they've got a winner that runs counter to what they call "the same old box, only square" that the rest of the industry is showing. They think its features will create desire in the consumer. They think they'll have a quality story to tell—their replacement of units in warranty dropped 200 percent in 1957, and control and relay failure became "almost nonexistent." They are planning to have so salable a product that they can justify prices that will provide profits for the whole distribution pattern.

This is not to say that Norge will back away from the competitive hassle, or that they will be any slower in hustling a "hot" number out to the trade. They'll still be promoting hot and heavy, and the year's program will be full of Norge "events." In a saturated,

volume-conscious market, however, Jud Sayre and Norge think that only new and improved products will allow business at a profit, and that's the kind of business they're looking for. They're spending more on other up-coming products, according to Sayre. Some 500 combination washers are out being tested right now, for example. They've spent a lot of money to prove that "It don't mean a thing, if it ain't got that swing." The rest is up to what Jud Sayre calls "the legion of small and medium-sized dealers."

Dormeyer's New Team

With a record 1957 behind them, Dormeyer is shooting for third spot in small appliance sales using 13 new products, five regional sales bosses.

Over 100 Dormeyer salesmen and managers recently spent four days in Chicago at the most comprehensive meeting the firm has ever held. Besides products pitches and promotional programs, the Dormeyer sales force got the details of Dormeyer's new regional sales set-up, a five-area division of the country, with each region headed by a senior, well-experienced man. According to Maurice Lipsich, sales vice president, the regional organization is the first step in a five-year marketing plan.

Headquarters cities for the regions will be New York, Pittsburgh, Chicago, St. Louis and Los Angeles. In that same order, regional managers will be Ted Pearlman, William Chapman, Gene Langenfeld, John Skarren and Sam DeKoven. Over 100 salesmen will report to these men.

Dormeyer will continue national advertising in 1958, peaking in March, April and May, and also plans to continue a 24-sheet poster schedule, which features retailer photos. Jim McLaughlin, marketing vice president, pointed to these programs as evidence of the aggressive pre-selling Dormeyer has started and will continue.

Future Indicator. One clue to the future can be found in the full day devoted to the power tool division. Bob Malcolmson, sales manager for the tool division, told the sales force that Dormeyer was not interested in the price business, assuring them that the firm did not plan to get into the "rat race." Concrete evidence of this was shown in the form of a five-year guarantee on five "Golden Crown" Dormeyer power tools.

"Every third mixer sold in this country is a Dormeyer," said James Archambault, Dormeyer president, in his keynote talk. He made it clear that 1958 plans were designed to bring the rest of Dormeyer's products closer to the mark. Beyond this, he said, "Today's marketing chaos calls for constant factory alertness. From time to time, factory policy may have to change, depending on changing market conditions and competitive situations."

STRESSING efficiency, at this point with a big smile, Maurice Lipsich, vice president for sales, detailed a five-year plan.

TWO-TIME "Fireball" (top salesman) Ted Pearlman gets his trophy and a $500 bond from James Archambault, Dormeyer president.

Ray-O-Vac Is Sold In Stock Transfer

The Electric Storage Battery Co. has bought the Ray-O-Vac Co. in an exchange of stock that gave Ray-O-Vac shareholders one share of Electric Storage Battery in exchange for every two shares of their holdings.

Hotpoint Reverses Its Field

Moving away from decentralization in sales and distribution, Hotpoint simplifies matters for dealers and distributors: they now deal with just one department

The reason for Hotpoint's recent switch to a centralized sales department, with full authority and responsibility for moving all of Hotpoint's consumer goods to market, is to "present a unified front to dealers and distributors and consumers," in the words of the company's releases. Going beyond this broad and not-very-enlightening statement, a confident John McDaniel, the man who fills the new top spot, explains that under the decentralized system, Hotpoint was losing its coordination, communication lines were snarled and, at times, departments were working at cross-purposes. In other words, the left hand did not always know what the right hand was doing.

How will this change affect dealers? McDaniel says that there are a number of changes in the works. For example, there's the much-discussed announcement that Hotpoint will cut off some 5000 dealers in 1958. "Every manufacturer has 13 or 14 thousand accounts," says McDaniel, "and they all could stand to trim out about that many. I don't want to give you the idea that we're interested solely in the big-volume dealers. We need the bellcows, sure. No manufacturer can get along without their promotion, advertising, and volume. But we can't get along without the crossroads fellows either. And they're the ones that need the help. They don't only need prices; they need more merchandising assistance, better advertising help, more traffic-building know-how. By trimming off the dealers who aren't really Hotpoint dealers, we'll be in a position to give those that are left the kind of attention they need and deserve."

Selective Franchising. Selective franchising is the phrase Hotpoint is using to describe the process of weeding out the marginal accounts to get a manageable number of dealers. "Selection" will be up to the distributor, providing he's making his quotas. Those distributors who aren't making their percentage of their market, however, can expect some firsthand help from Hotpoint, and this will include a look at dealer structures. McDaniel emphasizes that criteria for dealer selection will be different for crossroads dealers than for big key accounts.

It isn't only the independent distributors that have to toe the mark, McDaniel says: "The best distributor we've got is an independent." And his actions back up his words. He's already cut off one Hasco office–Shreveport, La.–and given the territory to a Graybar branch, along with some 17 counties belonging to another Hasco branch that he thought belonged geographically with the Shreveport territory, and "besides they weren't doing too good a job in there anyway." In a recent TV franchise contest, the two winning offices were both Hasco branches. "However," says McDaniel, "I think from the quality standpoint Graybar distributors showed us better nationally than our own Hasco offices did."

CONFIDENT John McDaniel outlines Hotpoint's new streamlined distribution set-up.

Product Service Reports. It is important to note that one of the departments now reporting to McDaniel is product service. One of the first things that happened when McDaniel took over Hasco in the first move of the Hotpoint reorganization was the selection of Hotpoint's ten worst areas for service, and a decision to put a crash program to work to change this rating. These included most of the metropolitan areas. "By December 31st," says McDaniel, "three of those areas will be able to give emergency service–within six hours –on every emergency call, and normal service–48 hours–on every other call. By March 31st, they'll all be on that schedule." Naturally, McDaniel shrugs, the service budget went up. They've started new trainee programs, they're buying new trucks, and, most important, there's just one man responsible for the job. Most important to servicing dealers, Hasco offices will now carry spare parts as specified by Hotpoint, and will have no choice in the matter, as they had before, with the result that they shirked the job, mostly because of capital investment. How about spare parts stocks at the independent distributors? "Oh, we can only recommend an inventory to them," grins McDaniel.

McDaniel thinks that much of the black eye on service comes from poor consumer relations. "I know," he says, "because I made a few calls myself. And what did I get from the man who answered the phone? A brusque 'Hello, Service' or, worse, 'Hotpoint Service' and then a wait for my answer." From what McDaniel says, this is going to be changed.

New York for the Present. McDaniel says the decision by G-E and Hotpoint to divide their dealers in New York is an experiment that will be confined to New York for this year and next at least. Asked if he was among those who picked out which dealers went where, he says, "Let's just say I was there." He adds that the New York situation has to be let alone now to see how it works. If, after sufficient time, it proves out, then there's a good chance that the experiment will become policy, and will be extended to other areas. "However," McDaniel points out, "you have to remember that there are only a few markets where there

So You Think *You've* Got Troubles?

An interesting and so far highly successful experiment to provide German consumers with low-priced goods directly from the factory is being carried out in Bonn, according to *McGraw-Hill World News*.

Hugo Schui, an employee with the Federal Ministry for Food, Agriculture, and Forestry, has in his spare time started an organization called Kaeufer IG (Purchasers' Confederation). Orders are received by mail and then routed to the manufacturer in question who sends the product directly to the customer, thus cutting out profit margins of wholesalers and retailers. Kaeufer IG receives only a small commission from the manufacturer.

The organization does not put out catalogues and price lists, but mimeographed leaflets in which they state at what discount certain product categories can be provided. The customer states his wishes for a certain product and the organization tries to get it for him. Not carrying a stock themselves, the organization can offer an immensely wide range of products comprising refrigerators, vacuum cleaners, washing machines, kitchen appliances, electric razors, radio and TV, and about anything else you can name.

A great many manufacturers play ball with this organization but insist on remaining unidentified for fear of being boycotted by retailers. The products are therefore sent to the customer under a fictitious sender's address.

Although there is a certain amount of uncertainty involved for the purchaser who does not know what brand he will get and at exactly what price, the discount averaging 10 to 25 percent below retailers' prices has proven attractive enough to increase the number of orders received per day to 700—only a few months after the organization was founded.

Naturally, retailers are upset about this competition. They point out that Kaeufer IG could not exist if they did not provide facilities for the purchaser to inform himself of what is on the market.

The consumers' associations on the other hand are all for Kaeufer IG, which in their eyes proves that the profit margins of the retail shops are excessive.

The paradox of the story is that Kaeufer IG will probably get into troubles soon—not by too few, but by too many buyers. So far, Hugo Schui and a couple of friends are handling business after office hours, more for idealistic than materialistic reasons. With the volume of business growing so rapidly, the hiring of full-time salaried employees and the renting of offices becomes necessary.

It is still uncertain how much the increased operating costs will effect the prices of the new organization. It seems certain, however, that Kaeufer IG prices will remain below retail levels.

is any significant duality of dealers. Florida, for example, is a good G-E state; Carolina is a strong Hotpoint area. There is no problem there. Chicago, Boston, Los Angeles, yes; most of the country, no."

While speaking of experiments, McDaniel was asked about the recurrent "company store" rumor. "Well," he said, "I'm a great one for dabbling my toes in the water to see how it feels, so we might test a store directly owned by the company. It would be merely to find out first-hand about problems at retail though." Hotpoint, according to McDaniel, isn't running any store now and hasn't any plans to open one.

Other experiments underway at Hotpoint include market research of a new kind for the company. They're interviewing consumers to get help in designing ranges, for example, and they're turning loose a plan at the markets that will create some excitement. Briefly, they'll have nine "custom trends" appliances on display, destined for "limited edition" production—perhaps 200 units—and aimed at getting thorough research on their usefulness and desirability to the users, most of whom will be clients of experiment-minded architects.

Builder Business.—"We're looking for X-percentage of business from builders," says McDaniel, "and we don't want any more than X-percentage." To prove his words, McDaniel points out that there will be no more builder prices on deluxe equipment, and further, that most of the builder business will be done in special models—also available to dealers, he hastens to add. "We intend to provide far more rigid control of builder sales, too," McDaniel says. "Every guy who comes in with a hammer in his hand and overalls on is not a builder to us."

In this move away from full decentralization, McDaniel points out, Hotpoint has not gone all the way. In his opinion, they can now garner the benefits of both independent manufacturing divisions and of central sales. In the new set-up, McDaniel and three product department heads—kitchen appliances, home laundry, and refrigeration—report to John C. Sharp. The TV department had no manufacturing facilities to run, so it was put under McDaniel's direct supervision. Other functions he supervises include advertising, finance, three Hasco regions, special markets, product service, distribution development and planning, in short, anyone who contacts or concentrates on dealers and distributors. With such a set-up, McDaniel points out, communications is a simple matter. By informing your man—the three Hasco regional managers and his independent distributor man—he can spread the word to all dealers. Chances are there will be plenty of words to spread.

Furthermore, McDaniel points out, reorganization at the factory level has had the effect of freeing many specialists to work at their specialties—market research, merchandising specialists, etc.

Mitchell Gears to Portables

"Power Selling" for Mitchell means stepping-up from a portable unit to almost any type of air conditioner —7.5 or 12 amp., casement or low-boy, big or little

Though it weighs just 62 pounds, Mitchell's new portable air conditioner carries a lot of weight in the firm's 1958 selling plans. According to Howard Haas, sales vice-president, Mitchell's portable is a traffic appliance, a high turnover item for retailers and a promotional leader for use when necessary—all in a package the size of a portable TV set. Haas says the new unit, using about 6.9 amps, will out-cool the old ½ h.p. units, and depending on the needs of a particular market, can be priced as low as $129 at retail.

The Mitchell portable is a scaled-down version of the firm's new chassis, and looks just like it. New tube-bending techniques allow compact coils, a new blower wheel allows slower revs for equivalent air movement, and insulation and plenum design are the same as on the big units. There is a long line of models backing up the portable, too, ranging to two hp., and with casement, thin-line and low-boy types.

Another Innovation. A new portable isn't the only innovation at Mitchell for 1958. This year, they broke with the traditional ways of introducing the new line. For example, distributors—110 independents—paid their own way to Chicago for individual consultation with Mitchell execs. Over a six-week period, almost daily meetings saw distributors sitting down two and three at a time to see the line, hear the sales pitch, and at the same time, have access to the firm's top men in credit, service, traffic and advertising. "This way," says Howard Haas, "we can settle things that don't even come up during the 'five-minute shuffle' some distributors are bound to get at a big meeting, with a theater-type presentation, and a tight schedule."

MITCHELL SALES VICE PRESIDENT Howard Haas is convinced that his company's new 62-pound portable air conditioner is "a traffic appliance."

Mitchell isn't saving any money with this system, Haas points out, as they'll still have to put a show on the road in the spring for the benefit of the distributor salesmen and the dealers. But the distributors like the individual treatment. They realize that if Mitchell picked up every tab in sight it would show up in merchandise prices, and they figure they'll reap more benefit from spending the money to impress the people who'll actually sell the line. The proof of this is in the orders Mitchell is taking—they're coming in on time and in amounts that meet quotas.

York Speaks Up For Independents

York division of Borg-Warner Corp. favors the "self-made" independent distributor over the factory branch as a sales outlet for its air conditioning and refrigeration equipment, according to Austin Rising, the company's vice president in charge of marketing.

Speaking for Henry Haase, president of York, who was confined to bed with a throat ailment, Rising expressed this view in a speech delivered at the annual meeting of the National Commercial Refrigeration Sales Assn. Convention in Chicago recently.

"Our experience makes us believe that the independent distributor will do more than survive," Rising said. "We believe he will grow and prosper because his roots reach down into the bedrock of his community and his business. He not only knows the products he represents and how they can best be applied but he also knows his market. In nearly every case, he is in a better position to do an outstanding selling job than an outsider."

Manufacturer Briefs

• **Admiral Corp.** has invested over $5 million in new automatic production equipment, tools and dies for its-completely-redesigned 1958 lines of appliances.

• The Murray Corp. of America has purchased all of the manufacturing facilities used by its **Easy Laundry Appliances** division in Syracuse, N. Y. The division has been leasing these properties from Union Chemical and Materials Corp., which had bought them from Easy in 1955.

• New service training facilities for **Frigidaire** dealers in the Cleveland, Ohio, area were officially opened November 26 at the General Motors Training Center in Parma, Ohio. The center is the 18th of 30 such schools being opened in the U. S. by Frigidaire.

• **Proctor Electric Co.** will move its executive offices into a former residential mansion in Bryn Mawr, Pa., next spring. Proctor headquarters has been in Philadelphia since 1940.

• McGraw-Edison Co. has approved a million-dollar plant expansion program for its **Speed Queen** division's Ripon, Wisc., plant.

• **Tappan Stove Co.** is undertaking a program of diversification and expansion. As a first major step, the company has agreed to acquire all the stock of Champion Molded Plastics, Inc., Bryan, Ohio. Champion supplies plastic components for the refrigeration and air conditioning industry.

MARCUS E. DENHAM of Pryor, Okla.—for training youth.

JOHN R. O'BRIEN of Evanston, Wyo.—for teaching first aid.

G-E AWARDS GO TO . . .

Repairmen of Distinction

General Electric Co. took its hat off last month to 13 servicemen who really make service their business. In an effort to bolster the standing of the serviceman in the community, the company initiated a series of All-American Awards by bestowing trophies together with $500-checks for the winners' favorite charities on thirteen 1957 winners.

According to a company spokesman, "the few bad apples always become known; we want to give some credit to the many good apples." It is G-E's wish to acquaint the consumer public with the activities and community-consciousness of the serviceman. The company is using the All-American Awards to do this and, to make sure the public knows about it, G-E featured an ad in *Life* magazine on December 23 announcing the winners of the 1957 contest.

Entries can be submitted by any individual who knows of a serviceman who can qualify. This year, the company found thirteen entrants so outstanding that the original award rules calling for eleven winners were waived to include two more who tied in the voting. In addition to the principal winners, many others were selected to receive certificates of commendation for their public service activity.

This year's Awards were presented in Washington, D. C. on December 10 at a meeting at which Undersecretary of Commerce Walter Williams was guest speaker.

Awards went to—

Marcus E. Denham of Pryor, Oklahoma, for serving as consultant to the high school electronics trade program, donating textbooks, working with Boy Scouts, furnishing free TV service to schools as well as free electronic maintenance for churches and civic organizations.

Remo De Nicola of Quincy, Mass., for donations, free service, and equipment loans to churches, youth groups, and civic organizations.

Philip T. DiPace of Albany, N. Y., for devoting time to Boy Scout work, better business ethics, and free service for organizations and

BART RYPSTRA of Charlotte, Mich.—for Boy Scout Work.

BILLY JOE JENKINS of Paducah, Tex.—TV service in hospitals.

those of advanced years.

Frank J. Hatler of Roselle, N. J., for providing emergency communications in airplane crash disasters and floods via an amateur radio station, training auxiliary police, and tracking down an unattended radio transmitter that constituted a fire hazard.

Billy Joe Jenkins of Paducah, Texas, for conducting basic electronics classes for Boy Scouts, wiring free the local hospital for TV through cable service, and helping in drives for funds and community betterment.

Mortimer Libowitz of Brooklyn, N. Y., for maintaining high school and Red Cross radio stations, training youths in electronics, giving free TV service to the indigent, and civil defense activity, all these despite a physical handicap.

John R. O'Brien of Evanston, Wyoming, for life-saving work, conducting first aid classes, loaning sound equipment and assisting in broadcasting for public functions, and also for civil defense work.

Philip G. R?hkopf Jr. of Louisville, Kentucky, for developing electronic devices that permit blind children to hear a basketball go through the hoop and make turns on skating rinks without accidents, for tape-recording textbooks for them, and for repairing radios free at Boys' Haven in Louisville.

Bart Rypstra Jr. of Charlotte, Mich., for Boy Scout and civil defense work and providing free electronic service for schools, organizations and the needy.

John Stefanski of Pontiac, Mich., for free service to patients at a TB sanitorium, for teaching electronics to youths, and striving for higher standards in business ethics.

Harry E. Ward of Long Beach, Calif., for educational work with Long Beach City College and Academy of Arts and Sciences as chairman of apprenticeship board, assisting youths with ability to learn electronics trades, and working to improve business methods, ethics, and public safety.

Richard G. Wells Jr. of Pikeville, Kentucky, for providing free TV service to schools, churches, and the indigent ill, and boosting morale by keeping TV service intact during floods and for maintaining emergency radio communications with his amateur station.

Scott A. Witcher Jr. of Lampasas, Texas, for crossing a swollen stream to repair the local radio station during the May floods for rescuing stranded persons, and assisting in emergency communications.

Heil-Quaker Corp. Comes Into Being

A new firm, the Heil-Quaker Corp., will produce a complete line of home heating and air conditioning equipment. The new company combines the central domestic heating and air conditioning division of the Heil Co., Milwaukee, with the Quaker space heating plant at Lewisburg, Tenn.

The new firm will have about 500 employees at the start and will operate in the 430,000-square-foot Quaker plant in Lewisburg. Administrative and sales offices and research center will be located at Nashville, Tenn.

Quaker was formerly owned by the Florence Stove Co. of Kankakee, Ill. The transfer of the Quaker space heating business followed approval of the sale by Florence stockholders in November. The Heil Co. is the principal owner of Heil-Quaker. Joseph F. Heil, president of The Heil Co., is chairman of the board of the new corporation.

President of Heil-Quaker will be C. W. Milligan of Chicago. George E. Hochstein, formerly general manager of the Heil heating and cooling division, is now Heil-Quaker's director and vice president in charge of sales. Distribution of the integrated line will remain as it is now, except for expansion.

Florence Stove Co., meanwhile, continues to manufacture Florence and Roper gas ranges, in addition to the Kenmore gas range.

Tomorrow's Appliance: Electronic Air Filter?

American Air Filter Co., of Louisville, believes that it has the next major home appliance. The firm manufactures a complete line of air filters, including electrostatic filters, and has recently introduced a new home electronic air filter.

The new unit, Electro-KLEAN was developed, according to company spokesmen, to be salable at a low cost, to have simplicity of operation, and to require minimum maintenance. The resulting unit is priced at $189 and up, plus installation, (for a unit suitable for a six-room house); there are no moving parts; and maintenance is confined to a yearly change of filter cells.

American Air Filter president W. G. Frank is enthusiastic about the new air filter. He believes that "within a short time, housewives are expected to accept the Electro-KLEAN as a household necessity."

Electro-KLEAN may be mounted in any convenient location on the return air side of a forced air furnace or central air conditioning system.

NO EFFORT will be required of visitors who pass through this monster tub in Chicago's Museum of Science and Industry for a look at the history of the home laundry industry. A giant turntable will carry them past, among other points of interest, an authentic reproduction of an 1890 home laundry. The Maytag-sponsored exhibit is called "The Tale of a Tub," and will be presented to the museum by Fred Maytag II on January 6, 1958. A central feature of the 100-sq. ft. exhibit is a four-times size agitator in a plastic tank "washing" four-times size clothes, a monster chore if there ever was one.

To Market With Features

Halo of Heat and Helical Drive are featured in all Maytag models. Reasons: Helical Drive cuts service calls 50 percent; Halo of Heat has proven a sales-getter

When the veteran Maytag Co. unveils its new line of laundry equipment at the markets this month, the major attractions will be two features originally introduced at the low end of the Maytag line, and now standard throughout the line. Maytag people are confident they're backing winners with these two features, for very good and demonstrable reasons.

According to Fred Maytag II, the Halo of Heat—a "very promotable feature"—has been largely responsible for the 88.6 percent sales gain Maytag dryers showed through the third quarter of 1957. This compares to 1956, which was a good year for Maytag. Again according to Maytag's president, the Helical Drive, by Maytag figures, has cut service calls by 50 percent against standard Maytag automatic washers, generally accepted as pretty reliable themselves.

The two top features aren't going to be standing alone. Other new selling points include a filter-agitator unit on the high end that doubles as a detergent dispenser, and a separate accessory dispenser for the rest of the line.

Cold water washing has been extended to all models, as has been pushbutton control. Standard on the high-end dryer is a sprinkler accessory that provides automatic dampening of clothes. This device is available as an extra on the low-end models. Both models have a "wash 'n wear" setting.

No Price Rises. "There will be no important price changes at Maytag in 1958," Fred Maytag says, "and I think this is very significant."

Maytag absorbed the steel price increases of last summer with no visible strain, which made them, according to comments in the trade, "very competitive." If they can maintain a definite price edge and continue to furnish selling features to boot, there is little doubt that this comment will be even more valid. Fred Maytag says he is content to allow speculation on this point and has no specific comment. The unimportant price changes will serve mostly to narrow the spread between gas and electric dryer prices, Maytag said.

There is no special reason for introducing the new line at the market, Maytag people say, except that it's convenient then and will help them get a little more mileage out of the event. Maytag people point out that they have never been "tied to a calendar," and that they don't believe in annual model changes. With intent or without it, however, they will be coming to Chicago with optimism.

Manufacturer Profits Rise

Financial reports continue to record profit increases for appliance-TV manufacturers, sometimes in the face of somewhat lower sales

The profit picture for many makers of appliances, TV, and related products would appear to be up despite recent sales lags in the industry. At least, several of the industry's manufacturers report higher net incomes for recent fiscal periods.

Admiral Corp., for instance, reports profits after taxes in the third quarter were $461,391 compared with $43,974 a year ago. Sales, on the other hand, were down to $47.32 million from $48.37 million.

The Black & Decker Mfg. Co. reports a new high in both sales and earnings during the 1957 fiscal year ended September 30, 1957. Consolidated net sales of the portable electric tool company were a record $52.399 million, 5.1 percent over net sales in fiscal 1956. Net earnings of $5.552 million were 10.6 percent over 1956.

Sales and earnings of **Fedders-Quigan Corp.** for its fiscal year ended August 31 were the highest in the company's history. Net sales totaled $70.65 million compared with 1956's $65.007 million. Net income rose to $7.607 million from $6.857 million.

Florence Stove Co. sales for the 40 weeks ended October 5, 1957, were $23.653 million compared to $24.323 million for the same period last year. Loss after taxes was sliced to $171,783 from last year's $219,902.

Magic Chef-Food Giant Markets, Inc., reports net earnings of $415,152 on sales of $9.051 million for the third quarter of 1957. No provision is required for federal income taxes. This is the first quarterly report issued of the newly merged corporation and includes only eight weeks operation of the Food Giant Markets division.

Packard-Bell Electronics Corp. announced recently that the company expects sales of over $32 million for the fiscal year ended September 30 with net profit, after taxes, of more than $1 a share.

Ray-O-Vac Co. reports net sales for the quarter ending September 30 at $10.474 million compared with $10.163 million for the corresponding period a year ago. Net profit, after taxes, increased to $608,962 from $417,662.

Waste King Corp. reports an earnings increase of 127 percent and a sales rise of 24 percent for the six months ended September 30. Earnings were $218,246 and sales totaled $8.718 million.

Whirlpool Corp. records net sales up from $285.201 million to $323.707 million for the nine-month period ending September 30, 1957 compared with the same period in 1956. Net income, after taxes, was $10.577 million compared to $10.407 million.

Whirlpool on Servel: "Just Looking"

Persistent industry rumors that Whirlpool Corp. might purchase the gas refrigerator operations of Servel, Inc., are considerably out of proportion to the facts in the case, according to Juel Ranum, assistant to the president at Whirlpool.

Ranum conceded that Whirlpool is interested in a gas refrigerator, if the company finds they can develop the market for it. He also admitted that, since the Servel property is in close proximity to Whirlpool's Evansville plant, Whirlpool executives have looked it over. He is definite, however, in stating that any ideas about the property have failed to reach a stage of "active consideration"—at the time of this writing at any rate.

Ranum said that Whirlpool is considering the manufacture of a complete line of gas appliances, including refrigerators. At present, they manufacture gas ranges, ovens, and dryers. Refrigerators and water heaters would be the logical next step.

According to Ranum, however, "there is more information in the field than the situation warrants" as far as the disposition of the Servel facilities is concerned. Whirlpool's purchase of the Servel plant, he said, would "depend on a number of circumstances."

Turntables Spiral Sales

PRODUCTION INCREASE was first consideration as Rek-O-Kut, Inc., manufacturers of recording turntables, tone arms and cartridges, opened the doors of their new $250,000 plant in Corona, N. Y. The new plant is expected to more than double production of the former Long Island City facilities.

Lau Sees Conditioners Aided by Attic Fans

Lau Blower Co. is counting on more air conditioning sales to increase its fan market. The company feels that the potentialities of attic fans to remove hot air from attics is such that, by use of them, home owners can reduce the sizes of their air conditioning units.

In addition to this use for attic fans, Lau also feels that standard-type fans can be of use in directing cooled air into additional rooms or to isolated corners of an air conditioned room.

The firm believes that, with these logical tie-ins between fan and air conditioning sales, there are tremendous untapped merchandising possibilities. During the recent introduction of the firm's 1958 line, Harold W. Faulkender, chairman of the board, stated:

"We expect our Lau fan line to increase a million dollars in volume from the present annual rate of two million to three million. The Welch line (Lau has signed an agreement with W. E. Welch Co. giving them the right to Welch's line of plastic hassock fans), which will be made and sold under the Lau name, should add another $500,000 to our sales. This tremendous new line of range hoods (Lau recently entered the range hood field) should produce another $750,000 in volume. This will give us a total sales increase of $2,250,000 in fans and range hoods alone."

Joliet Store Is Fifth for Polk

Polk Brothers, large Chicago retailers, are extending their operations to another Chicago suburb. The firm recently purchased Sanders Appliance Co. in Joliet, Ill. This increases to five the number of outlets operated by Polk Bros.

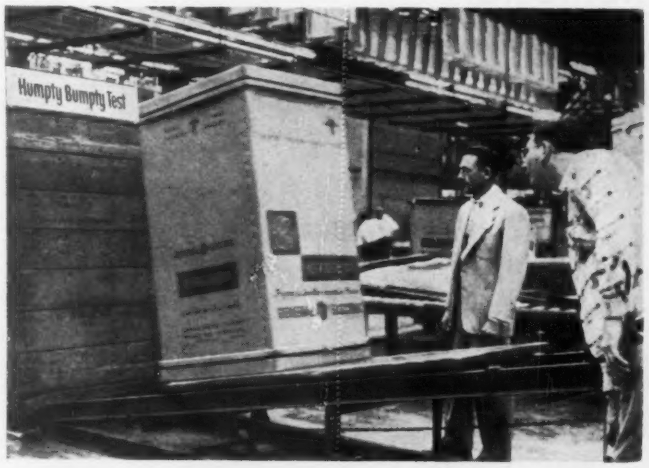
Of Polk's other four outlets, three are located in Chicago and one in River Grove. Polk Bros. are merchandisers of home appliances, carpeting and furniture and have a contract division.

Take Shelter Electrically

A new addition to the list of "most needed" home appliances may be in the offing. The government discloses that it is testing a "simple home warning device" that can be plugged into any electrical outlet to warn a household of approaching attack or fallout hazard.

The Federal Defense Administrator told the National Defense Executive Reserve Conference in Washington that he hopes to see the contrivance "installed in every home in America," according to an Associated Press report.

The device is wired to sound an alarm whenever the central power plant superimposes a low-voltage current of difference cycle upon the regular household current.



The Dealers Have A Name For It

Dry Fidelity . . . Hell's Kitchen . . . Humpty-Bumpty . . . Bubble Free, Trouble Free . . . Hard-Wear.

Those are the new names for five of the over 40 quality control tests used by General Electric in producing household refrigerators in Appliance Park.

The tests were devised by quality control engineers but the names are the brain children of dealers and dealer salesmen. Over 12,000 entries were received during the course of a recent contest designed for this purpose. The five winners were guests of G-E at Appliance Park in early December. There they watched the tests they had named. Then the group moved on to an all-expense paid week-end in Chicago.

The winners, their winning names, and the tests they described included:

Humpty Bumpty Test—the name submitted by Loren Dempsey (at left in picture above) of Greenville, Ky., for a series of cabinet tests in which the refrigerator is rocked, dropped, shaken, and slammed against a simulated freight car.

Bubble Free—Trouble Free—describes a test in which refrigeration systems are immersed in a huge tank of water under pressure. Bubbles quickly indicate a leak in the system. The winner: N. Waxstein of Alan Radio, Chicago.

Dry Fidelity—the name submitted by Dick Mandel of Cincinnati to describe a series of tests designed to check on the removal of moisture from refrigeration systems.

Hell's Kitchen—E. O. Brockelman's name for a hot room test where refrigerators are run in 100 degree temperature. Brockelman is with Montgomery Ward, San Diego.

Hard-Wear Test—a test in which a refrigerator door is opened and closed 375,000 times. The name was submitted by Joe D. Talton of Smithfield, N. C.

Coolerator: Hot Product

Pointing to their small inventory, Coolerator executives see a bright 1958; high-end units feature the "Lectrofilter"

With a total factory inventory of only 3,800 to 3,900 room air conditioners behind them, executives of Coolerator were happy at the ACRI show in Chicago. A newly-designed line, with some exclusive features freshly produced, had them almost ecstatic over 1958's potential.

"I am now forecasting a record year," John R. Lonergan, sales vice president declared, "on the basis both of higher quality, and price reductions to the dealer ranging to six percent—a saving he can pass on to the consumer."

The "Lectrofilter" (picture) has a small self-powered unit through which all re-circulated air passes. Tiny fan blades run its own generator, and the resulting current provides enough of a charge on the regular-size dynel filter to attract "even the tiniest" dust and pollen particles. Only the six low-end models in the Coolerator line do not carry this feature.

Getting off to a good start in the race for more power, Coolerator will also offer a 2½-horsepower unit in 1958, as well as, at the other end of the power scale, a ½-horsepower, 4,500 btu portable that weighs 65 pounds. Some units in the 1958 line are reverse-cycle heat pump models with automatic defrosts, permitting use in colder winter weather.

FEELING GOOD about the new feature, H. T. Buehring, Coolerator merchandising manager, extends a "Lectrofilter" for examination. "We hope to keep it exclusive with us for several years," he said.

Bulbs That Will Burn For 12,000 Hours

Ever think of an electric light bulb as a profitable item for appliance stores?

To date, many appliance dealers have shied away from bulbs, probably because of their low unit cost. This, despite the fact that America spends in the neighborhood of $350 million a year for more than a billion incandescent bulbs.

There is now a "big-ticket" light bulb on the market that might cause appliance retailers to think twice about not stocking them. They are called Eternalite bulbs and their producer, Eternalite, Inc., claims that they have a life 12 to 23 times longer than that of an ordinary lamp with a cost less than five times greater.

Eternalite is marketing bulbs in standard sizes: 15 watts (89¢); 25 watts (95¢); 40 watts ($1.00); 60 watts ($1.00); 75 watts ($1.05); 100 watts ($1.05) and 150 watts ($1.42). There is a 50 percent distributor margin.

What does the consumer get for these higher prices? Tests show, Eternalite says, that their bulbs will burn from 12,000 to over 17,000 hours. They are guaranteed for 10,000 hours of burning. The average bulb is said to last between 750 and 1000 hours.

Eternalite has been marketing these bulbs in the U. S. for over two years (they are made in Europe), but the supply has been limited and most have been going to industrial users or mass-marketing outlets. Now Solar Electric Co., Warren, Pa., has been added as a domestic source of the bulbs and Eternalite is extending its distribution.

The company is now seeking outlets among electrical wholesalers.

EEI Institutes 12 New Awards

Edison Electric Institute is offering twelve new sales promotion awards this year for exceptional achievements in building load in residential, farm, commercial, and industrial markets. These new awards take the place of previous ones which were primarily concerned with specific appliances and selective markets.

There are three awards in each of the four markets. All companies—regardless of size—can enter the contests with equal chances of winning. Companies may enter any one or more of the contests and deadlines for 1957 entries are February 1 and 15, 1958.

The brochures covering the new awards have been mailed, but additional copies may be procured by writing to Secretary, Awards Committee, Edison Electric Institute, 420 Lexington Avenue, New York 17, N. Y.

PROMOTION

She Wins the Works

FIRST GRAND PRIZE at Westinghouse's "Shape of Tomorrow" display in Pittsburgh, Pa., is presented by C. J. Witting, vice president-consumer products for Westinghouse Electric Corp., to Miss Jo Ann Kanfoush, a Pittsburgh secretary. The prize was a complete kitchen and laundry representing appliances worth $2000. The display was continued from November 11 through Christmas.

3-Stage Program For Wood Cabinets

Three major promotional approaches were adopted for factory-engineered wood kitchen cabinets in 1958 at the recent second annual convention of the National Institute of Wood Kitchen Cabinets held at French Lick, Ind.

The first such approach will consist of the publication and distribution among home builders of a new booklet pointing out the advantages of factory-engineered wood kitchen cabinets.

The second approach will be the distribution of placards to builders for use in identifying factory-engineered wood kitchen cabinets used in model homes.

The final approach will be consumer publicity in newspapers and magazines, encouraging home buyers to specify factory-engineered wood kitchen cabinets.

The Institute also elected officers and directors, heard committee reports and assignments, and welcomed new members.

Brand Names Week Chairman Is Named

Oliver E. Treyz, vice president in charge of the American Broadcasting Co. television network, has been named chairman of the 1958 celebration of Brand Names Week, April 13-20.

Announcement of his appointment was made by Thomas F. O'Neil, chairman of the board of RKO Teleradio Pictures, Inc., as well as chairman of the board of Brand Names Foundation, Inc., which sponsors this annual promotional event for the industry.

Treyz will head a committee of 23 executives of the Foundation's member firms, representing leading brand name manufacturers, advertising agencies and media. The committee under his chairmanship will develop and coordinate Brand Names Week activities such as publicity, promotion, and merchandising.

The committee's first meeting was held in mid-September.

The first national observance of Brand Names Week was in 1956, when it was expanded from the previous one-day annual celebrations. In 1957, the Foundation estimates that more than 35,000 merchants tied-in.

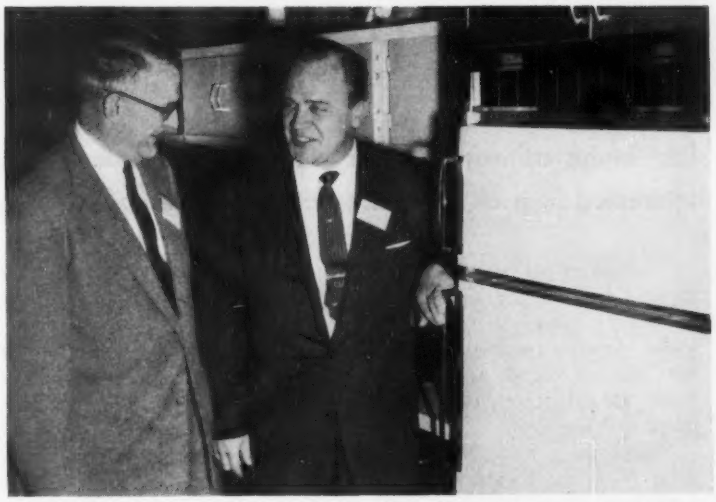
HIC Chalks Up Another Magazine

Popular Mechanics magazine has joined the ranks of consumer publications cooperating with the Home Improvement Council's 1958 promotion. HIC is sponsoring a $125,000-homeowners' contest.

Popular Mechanics plans to bind into its March issue entry blanks for the program in addition to distributing more than two million additional copies of the blank during the first six months of 1958. For the same period the magazine plans to run full-page advertisements urging readers to enter the contest. Reprints of these ads will be distributed to more than 10,000 hardware stores and lumber yards throughout the country.

Other publications that are similarly supporting HIC include: *Better Homes & Gardens*, *Kitchen Ideas*, and *Successful Farming*.

"Flight '57 Winners"



THIRTY-TWO appliance salesmen, winners of a contest held by the Potomac Edison Co., Hagerstown, Md., were recent visitors to Frigidaire's Dayton headquarters. W. H. Anderson, right, Frigidaire's assistant sales manager, demonstrates features of '58 refrigerator to one of group, G. T. Sanders, utility merchandise manager.

Blackstone Corp. Announces Winners

Blackstone Corp. has announced the winners of its Busy Bee promotion campaign which ran through the summer and the fall. A unique feature of this contest was the fact that distributors' salesmen competed with each other on the basis of a quota which each man set for himself.

First prize winner was John Yeager of Biehl's, Inc., Pottsville, Pa.; second prize winner was S. L. Haldeman of Caygill Co., Los Angeles, Calif.; and third prize winner was Herbert L. Moore of Moore-Fischer Distributing Co., Charleston, S. C.

Program Launched To Sell New Homes

Owens-Corning Fiberglas Corp. recently announced a multi-million-dollar nationwide "Comfort Conditioned Home" program designed to help builders sell more houses. The program was announced in 18 key cities through a closed-circuit telecast.

Since the program is designed to spark the sale of new houses, Owens-Corning feels that it is of interest to the appliance industry. The entire program is designed around the model homes of major builders. Cooperating builders will be provided with advertising, publicity, and promotional assistance in merchandising and selling their new homes. To qualify for participation builders must agree to wire their homes for full "Housepower."

"Sales Jamboree" in Connecticut

OPEN HOUSE at Roskin Distributors', E. Hartford, Conn., warehouse found vice president Bernard J. Roskin accepting coffee poured from $100 gold-plated Royal Regent coffeemaker. Buyer Everett S. Vickery indicates approval on occasion of the firm's appointment for Robeson-Rochester Industries.

Promotion Briefs

• The **California-Oregon Power Co.** has launched a dealer promotional program which includes a $25 subsidy on a new electric range and a $20 subsidy on a Quick Recovery Electric water heater.

• **Lewyt Corp.** has introduced a promotion involving its venetian blind tool. Signs in dealers' windows invite passers-by to win a Lewyt venetian blind tool. Anyone cleaning an entire blind area inside the stores within 65 seconds wins the tool free.

• **The National Electrical Mfrs. Assn.'s** household sink units section expects more light and power companies than ever to participate in its 1958 automatic electric dishwasher campaign. In 1957, more than 50 utilities and over 100 newspapers participated. NEMA will spearhead the campaign with completely new promotion.

• Kusan-Auburn, Inc., of Nashville, Tenn., producers of the O-gauge Atomic Train, tied in with **Sylvania Electric Products, Inc.,** in a pre-Christmas promotion in which a five-car train, which runs electrically, was given away with the purchase of a Sylvania Slimline TV set, priced from $149.95. The train is valued at $59.95.

• Top prize in **Toro Mfg. Co.'s** sales promotion campaign is an all-expense-paid Caribbean cruise for two, which will go to the top five entries that describe in 25 words or less the dealer's favorite Toro feature. Additional prizes include mink stoles, color TV sets, etc. Campaign closes March 1.

• **Five Connecticut utilities**—The Connecticut Light & Power Co., The United Illuminating Co., The Housatonic Public Service Co., The Hartford Electric Light Co., and The Connecticut Power Co.—met recently to discuss details of National Electrical Week.

SCHEDULED MEETINGS

WINTER MARKETS

Merchandise & Furniture Marts
Chicago, Ill.
January 6-17

NATIONAL APPLIANCE & RADIO-TV DEALERS ASSN.

1958 Annual Convention
Merchants & Manufacturers Club
Merchandise Mart—January 12
Conrad Hilton Hotel
January 13-14
Chicago, Ill.

NATIONAL HOUSEWARES & HOME APPLIANCE MFRS. EXHIBITS

Navy Pier & Drill Hall, Chicago
January 16-23

NATIONAL ASSN. OF HOME BUILDERS

14th Annual Exposition
Conrad Hilton & Sherman Hotels & Chicago Coliseum
Chicago, Ill.
January 19-23

WESTERN WINTER RADIO-TV & APPLIANCE MARKET

Western Merchandising Mart
San Francisco, Calif.
February 3-7

NATIONAL ELECTRICAL WEEK

February 9-15

NEW ENGLAND HOME SHOW

Mechanics Building
Boston, Mass.
February 13-19

14th ANNUAL NATIONAL WIRING PROMOTION CONFERENCE

Statler Hotel
Detroit, Mich.
February 20-21

CHICAGO ELECTRICAL INDUSTRY SHOW

Hotel Sherman
Chicago, Ill.
March 30-April 1

GAS APPLIANCE MFRS. ASSN.

Annual Meeting
The Greenbrier
White Sulphur Springs, W. Va.
April 1-3

SECOND INTERNATIONAL GADGET SHOW

New York Trade Show Building
New York, N. Y.
April 17-20

ELECTRONIC PARTS DISTRIBUTORS SHOW

Conrad Hilton Hotel
Chicago, Ill.
May 19-21

RADIO-TV

Selectively Habitual

The American tele-viewer has become matter-of-fact in his approach to TV after ten years, but is as interested in it as ever, according to Videotown survey

What effect has ten years of televiewing had on the man in the armchair? Some interesting facts about America's television habits were released recently as part of the tenth annual report on TV set usage in Videotown.

Videotown is really New Brunswick, N. J., and a close watch has been kept on its television habits since the early days of TV by the research department of Cunningham & Walsh, Inc.

Here are some of the things that have been learned:

During 1957, the average person spent 11.5 hours watching TV during weekday evenings. All-day viewing occupied 13 hours and 33 minutes per person per week (Monday-Friday). This is two hours less than in 1955.

Set ownership has risen to nine out of ten homes (92.7 percent) as compared to 1.4 percent in 1948.

Public interest has grown beyond its original attachment to sports, the circus, news, and special events, which held the spotlight in 1948. Big name shows, Westerns, and many other types of shows now share public interest.

TV in Videotown is on a plateau. Between 75 and 85 percent of the people tune in on an average weekday, each spending 13 to 15 hours per week (Monday-Friday) in front of his set.

Go Out More. Families go out of the home more, but have not allowed this to cut down too much on their tele-viewing. They have rearranged their program schedules rather than eliminate TV entirely.

The report also indicates that the pattern has changed somewhat in radio listening. The percentage of those listening in the evening has risen from 10 percent in 1953 to 16 percent in 1957. Afternoon remains the same as last year—at 9 percent. Morning radio has dropped from 23 percent in 1956 to 19 percent in 1957.

Housewives listen less than they used to in the morning (down from 39 percent in 1956 to 30 percent in 1957). Radio remains more popular than TV in the morning.

Some 94 percent of families own radios. TV homes average two radios; non-TV 1.8.

Potential new TV owners have practically disappeared. Future sales will have to come from replacements and from newly-weds.

The second-set market has grown from 1 percent in 1951 to 10 percent in 1957. Half of those intending to buy a new set want a portable; about 18 percent of all owners want one in the future.

Repair bills remain small ($7.71 a year), but most prefer to buy a new set rather than fix the old one.

Color sales have not expanded rapidly. About 25 percent have seen a colorcast. Not quite half of all TV owners say they would like to own a color set. Most want a 21-inch screen and think the price should be about $320 (median).

COLOR TV

The network schedules of color television for the month of January include the following programs:

WEEKDAYS, 1:30-2:30 EST, NBC—The Howard Miller Show; 3-4 EST, NBC—NBC Matinee Theater.

MONDAYS, 7:30-8 EST, NBC—The Price Is Right.

TUESDAYS, 8-9 EST, NBC—The Fisher-Gobel Show (except January 14); 9:30—10 EST, CBS—Red Skelton Show (except January 21).

WEDNESDAYS, 9-10 EST, NBC—Kraft Television Theatre.

THURSDAYS, 7:30-8 EST, NBC—Tic Tac Dough; 10-10:30 EST, NBC—The Lux Show (except January 23).

SATURDAYS, 8-9 EST, NBC—The Perry Como Show; 10:30-11 EST, NBC—Your Hit Parade.

SUNDAYS, 7-7:30 EST, NBC—My Friend Flicka; 9-10 EST, NBC—The Chevy Show.

ALSO—

JAN. 1, 11:45-1:45 p. m. EST, NBC—69th Tournament of Roses Parade.
JAN. 5, 8-9 EST, NBC—The Steve Allen Show.
JAN. 9, 8:30-9:30 EST, CBS—Shower of Stars.
JAN. 12, 8-9 EST, NBC—Beauty and the Beast on Shirley Temple's Storybook.
JAN. 14, 8-9 EST, NBC—Omnibus.
JAN. 22, 8-9 EST, CBS—High Adventure with Lowell Thomas.
JAN. 23, 10-11 EST, NBC—March of Medicine.
JAN. 26, 8-9 EST, NBC—The Steve Allen Show.

Pricing and Power

Keynote speakers at 31st annual NEMA convention underline the industry's need for more electrical power in its plants, better pricing to support research

The need for more power in American factories and for fair prices for electrical products were keynote topics at the 31st annual convention of the National Assn. of Electrical Mfrs. in Atlantic City, N. J., November 11-15. The keynote speakers were Mark W. Cresap Jr., executive vice president, and A. C. Monteith, vice president in charge of apparatus products, both of Westinghouse Electric Corp.

It was Monteith's contention that American factories must boost the capacity of their electrical systems before they can automate operations enough to produce the flood of goods to be demanded in the future by a rapidly growing population. To support his contention, the Westinghouse executive cited a survey made recently of 550 important industrial plants which showed that the majority had inadequate electrical equipment to handle the power loads which are needed in the next years to meet the demands that are predicted to be 40 per cent above today's.

Money for Research. Cresap stated that the electrical industry must face the economic "facts of life" and "receive fair prices for its products." This is necessary, he said, if the industry is to support the research and expansion essential to realizing its remarkable future potential. He said that "a very clear warning is signalled" by a 25 percent decline in return on stockholders' equity in the industry over the past five years.

W. V. O'Brien of New York City, vice president and general manager of General Electric Co.'s apparatus sales division, was elected president of NEMA for the ensuing year. He succeeds A. A. Berard, Mt. Vernon, N. Y., president of Ward Leonard Electric Co.

Joint Effort. NEMA and the Edison Electric Institute agreed to join forces in an effort to give electrically-operated agricultural production equipment a shot in the arm. The job will be coordinated through a joint committee representing top-level engineers from each association. The get-together was arranged through the associations' respective farm electrification committees.

Alvin N. Gray of Baltimore, Md., a development engineer of Western Electric Co., received the Manufacturers Medal of the James H. McGraw Award for Electrical Men.

J. P. McIlhenny of New York City, who is vice president of sales for Waring Products Corp., was elected chairman of the electric housewares section of NEMA.

A Streamlined Convention

NARDA's annual convention, slated for January 12-14 in Chicago, will feature some improvements this year; kitchen clinic to be held on January 15

Something new has been added this year to the annual convention of The National Appliance & Radio-TV Dealers Assn.

Nearly 500 are expected to attend the three-day conclave in Chicago later this month (January 12-14) and a good many of them are expected to remain an extra day (the 15th) for a special Kitchen Clinic. The Clinic will hear top experts tell how best to profit from this specialized field.

The convention will be held at the Conrad Hilton Hotel and at the Merchandise Mart.

This year's bull session, which takes place the first day, will be stimulated by some added attractions. It will be held in the Merchandise Mart, where exhibits will be open especially for NARDA dealers. The morning session will be devoted to an exploration of the various types of locations available to dealers, including leased departments, wayside operations, shopping centers, etc.

TV star Fran Allison and American Can Co. executive J. Roger Deas will be speakers at the convention banquet.

Other speakers during the convention will include Lee Miller, president-elect of the American Bankers Assn.; Mrs. Nessie B. Nides, operator of two appliance-television stores in Denver; and Richard E. Snyder, NARDA's consulting economist.

Price to Speak. Many others will address the convention, including past-president Harry Price, who will speak on what steps dealers can take to prevent operating expenses from erasing sales gains.

Other stimulating features will include a *Life* magazine presentation of its Study of Consumer Expenditures from the standpoint of the appliance retailer. Industry promotion programs, detailed information about the 1958 NARDA Institute of Management of The American University, etc.

Registration is $35 per person.

ACRI's 10th Exposition

Hoping to even out yearly sales curves, air conditioning show exhibitors look to year-round "clean air" story, auto coolers, heat pumps, better room units.

With a spectacular ten years behind them, air conditioning sales executives, including members of eight national associations and engineering societies met in Chicago recently to look at $5,000,000 worth of displays, shown by 250 companies for a total of some 7,500 pieces of equipment. Their attitude: Now watch us go!

They were also concerned with watching the competition and there were plenty of new lines.

Room units on display at the Chicago exposition indicate that they're getting smaller and more powerful at the same time. There are more powerful room units available for 1958 in a small-scale horsepower race reminiscent of that in the automobile business, and, at the same time, actual sizes are going down. Still thinner, quieter units are in the new lines and portable units were getting a big play at introduction time.

EXECUTIVES gathered together at the Chrysler Air-Temp space. This group includes J. F. Knoff, vice president for sales; Ken L. Crapeau, of Chrysler export, and Mrs. Crapeau; and Sid Anderson, director of zone operations.

EXHIBITS that "did things" were popular at the show, and Reynolds Metals provided a small-scale aluminum anodizing operation to watch. E. V. Sharinack Sr., of Reynolds, queries fellow employee G. R. Darrow, who could produce "only three" colors with his exhibit lab.

PEOPLE

William Shaw Dies

Veteran public relations man William "Bill" Shaw died at his home at 3000 Sheridan Road in Chicago, November 22. Home laundry industry members will remember him for almost a quarter-century of work on their behalf, first for the old AWIMA, and later for AHLMA. He is credited with the creation of many programs that have served the industry well: for example, the recognition of the Home Laundry Conference as a great teaching aid. In July, 1955, AHLMA recognized his contributions by making him an honorary member of the Association.

He is survived by his widow, Grace D. Shaw, and a niece. Funeral services were held in Leavenworth, Kansas.

Baker Retirement Ends 34 Years With G-E

Dr. W. R. G. Baker, long an electronics pioneer, has retired from the General Electric Co. Baker, now 65, has been a G-E vice president since 1941.

Baker's retirement does not signal any inactivity on his part, however. He has been appointed vice president for research at Syracuse University where he will direct the university's contract research program.

Baker had been with G-E for 34 years. From 1941-1956 he directed the company's electronic businesses as general manager of the electronics division.

Baker, who has worked for and been honored by leading professional and business associations for his technical and administrative contributions to the electronics industry, served as president of the Institute of Radio Engineers in 1947. He is currently serving a second term as president of the Electronic Industries Assn. (formerly the Radio-Electronics-Television Mfrs. Assn.). He has received medals of honor from both groups.

Benjamin Shaffer Dies, Founded Dominion

Benjamin Shaffer, president and founder of Dominion Electric Corp., passed away suddenly in November. He was 69.

A pioneer in the electrical appliance field, Shaffer founded Dominion in 1921 in Minneapolis, after moving the infant company there from Winnipeg, Canada. The factory was opened in Mansfield, Ohio, in 1935.

The company reorganized after his death as follows: Nathan Lifson, president; Robert Shaffer, vice president; Sheldon Shaffer, secretary; Burton Lifson, treasurer.

Nathan Lifson was treasurer of the company when it was formed.

Consultant Joins Easy

HELEN KENDALL, for more than 25 years director of appliances and home care for **Good Housekeeping** magazine, has joined Easy Laundry Appliances as consultant. Mrs. Kendall retired from **Good Housekeeping** last August. She will also act as consultant for Fels & Co. (Fels-Naptha) and Landers, Frary & Clark, Inc. (Universal).

Johannsen Signs With Ad Agency

Willard Johannsen, formerly publisher of *Electrical Dealer* magazine, has joined the account executive staff of Needham, Louis & Brorby, Inc., a Chicago advertising agency.

Previous to his position with *Electrical Dealer*, Johannsen held the position of managing editor of *Implement and Tractor* magazine.

New Job for Daily

WALTER J. DAILY has been elected vice president and director of sales of F. C. Russell Co., a manufacturer in the window field. For the last ten years, Daily managed the vacuum cleaner division of Lewyt Corp. Prior to that, he was with Bendix Home Appliances.

Joins Ad Agency

RICHARD S. HOLTZMAN, former national advertising manager of Hotpoint Co. and field sales executive of General Electric, has joined Campbell-Mithun, Inc., where he will serve as account supervisor on the Hamilton Beach account.

NEW FACES IN NEW POSITIONS

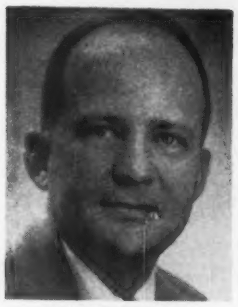
JACK D. SPARKS

HARRY M. KANE

WILLIAM J. McGRAW

RCA Whirlpool Corp.—Jack D. Sparks has been named director of marketing for home appliances and ranges. Harry M. Kane has been appointed general manager of the laundry appliance division.

Thor Power Tool Co.—William J. McGraw has been appointed general sales manager.



JAMES T. McMURPHY

J. L. GOLDSCHMEDING

FRED H. HOLT

Philco Corp.—James T. McMurphy has been named sales manager of the air conditioning department. John L. Goldschmeding, Jr. assumes a like title for the electric range department.

General Electric—Fred H. Holt has been named general manager of the home laundry department.

DAVID W. HOPPOCK

LEE J. DiANGELO

ROBERT C. MARBACH

Carrier Corp.—David W. Hoppock has been named vice president and general sales manager of the Bryant Manufacturing Co. division.

ROBERT M. STEVENS

Zenith Radio Corp.—Robert M. Stevens has been appointed advertising manager.

Hotpoint Co.—John F. McDaniel has been appointed general manager of the sales and distribution department and Lee J. DiAngelo manager of advertising.

Fedders Quigan Corp.—George Schwartz has been named a district sales manager. He will service distributors in Ohio, Michigan and Indiana. Edwin P. Hart has been appointed manager of sales administration.

Detroit Harvester—Donald H. Hartmann has been named assistant general manager of the Moto-Mower Division.

York Corp.—Lloyd D. Wasson has been named general manager of packaged products.

Lonergan Coolerator Div., McGraw-Edison Co.—Ted Buehring has been named to the new position of merchandise manager. Robert C. Marbach had been appointed advertising and sales promotion manager.

Andrea Radio—John M. Dierkes has been named sales manager.

Arvin Industries, Inc.—Themio (Pete) Plakos has been appointed eastern sales manager for the electronics and appliances division.

Bell & Howell—Irving E. Russell has been named central states sales manager for tape recorders.

Black & Decker—Douglas Brown has been appointed marketing manager.

INDEX TO ADVERTISERS

The Year 'Round Market Place

JAN. 1958

This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

Ring up volume fan sales for '58

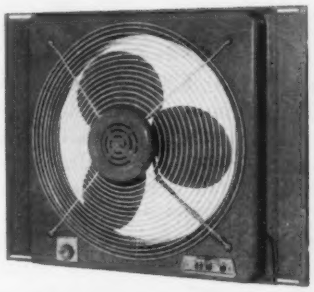
Air (Berns) King

NEW LOW PRICES!
SAME HIGH QUALITY!

NEW! Promotionally Priced

20" FAN-MOBILE List, only **$49.95**

Now every one of your customers can afford wonderful Fan-Mobile cooling convenience at this new low cost. Full 180° tilt adjustment . . . easy height adjustment. 3 speed control, non-marking rubber wheels, safety snap-out grills, handsome beigetone finish. Model EM20.



20" Electrically Reversible Window Fan with Automatic Thermostat Control List, only **$49.95**

An exceptional fan value—with every feature your customers want. Thermostat turns fan on and off automatically to maintain temperature selected. Has 3 speed push button controls, safety grill. Wafer-thin styling mounts practically flush with window. Model SQ20PB.

20" 2 Speed Rotary Switch Model—Same as the above model without thermostat or push buttons. One simple control gives choice of speeds and easy reversing. Model SQ20E. . . . . . . List price **$39.95**

NEW! Promotionally Priced Electric DEHUMIDIFIER with 1/5 H.P. Compressor

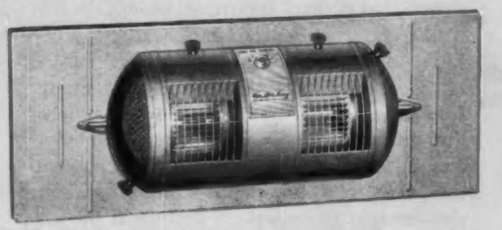
List, only **$99.95**

Even the budget minded can afford complete moisture protection with this new Economy Dehumidifier. Dehumidifies an average enclosed area up to 12,000 cubic feet. Permanently oiled, hermetically sealed. Removable water container, all steel cabinet and grill, swivel type casters for easy portability. Model DH20.

Deluxe Dehumidifier with Automatic Humidistat

Humidistat turns unit on automatically if humidity rises above danger level . . . turns unit off when humidity drops. Beautifully styled and finished. Model DH10N. . . . . List price **$139.95**

A COMPLETELY NEW CONCEPT IN WINDOW FANS



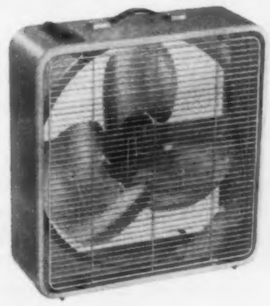
PURE AIR SELECTOR

- **Brings in Fresh Air**
- **Draws Out Stale Air**
- **Does Both at The Same Time**
- **Re-Circulates Room Air**

PLUS Filters the Air Clean of Dirt—Dust—Lint and Pollen During All 4 Operations!

There's never been anything like it—at any price! Has powerful twin blower wheels, 3 speeds, controlled direction of air flow, removable all-metal filters. Takes about half the space of an ordinary window fan. Can be used both summer and winter because there's no back draft. Complete with adjustable side panels.

Model 2838. . . . . List price **$49.95**



20" Reversible 3 Speed All-Purpose Fan

List, only **$39.95**

The ultimate in popularity in a household fan! Use as a window fan—table fan—floor fan—in any room. Stands on own rubber feet. Can be used for intake and exhaust. Safety snap-out grills, convenient carrying handle, attractive beigetone finish.

Adjustable side panels and swivel stand optional. Model RA20.

14" Model same as above. Comes complete with mounting bar for use with casement windows, if desired.

Model RA14. . . . . List price **$29.95**

20" Electrically Reversible With Automatic Thermostat Control

Has all the above features plus automatic thermostat. Reverses at the turn of a switch.

Model 20R. . . . . List price **$49.95**

Heaters

Exhaust Fans

Attic Fans

Bathroom Light & Fan

Wall Heaters

Ventilating Range Hoods

BERNS AIR KING CORPORATION

3050 North Rockwell Street, Chicago 18, Illinois

editorial

LAURENCE WRAY Editor

1958—Year of Decision

THE year 1957 is now one with history and the time has come to take a long look at the years ahead—to examine our weaknesses and to re-assess the basic strength of our industry.

Looking back over the post-war years, we see a fantastic picture of growth: of wholly new products introduced, of sales records established and of increasing public need and acceptance of our goods. From almost nowhere, we have become the third largest consumer durable goods industry in the United States, out-ranked only by the housing and automotive industries.

We have seen our basic market expand from 29-million-odd wired homes in 1946 to almost 49-million in 1957. We have seen the advent of a giant new business—television; the introduction of automatic washers, dryers and combinations, of freezers, dishwashers and disposers, room air conditioners and a flock of new small appliances. We have witnessed the birth of packaged kitchens, built-ins, high-fidelity radio-phonographs and color television.

All in all, in the post-war era alone, our industry produced and sold some 55-million units of home laundry equipment, 47-million refrigerators, over 9-million freezers, 16-million ranges, 10-million water heaters, over 8-million room air conditioners, 2½-million dishwashers; nearly 4-million disposers, over 37-million vacuum cleaners, nearly 60-million TV sets and 117-million radios (excluding auto). A grand total of over 365-million major appliance-radio-TV units, or, using 40 million wired homes as an average for the period, 9 units per customer. Quite a job. Yet it is estimated that in 10 years we will be selling at a rate of 50 million units a year, as compared to the 34 million sold in 1957.

WELL, you might say, what about saturation? If we have sold so much in the years just passed, isn't it going to be increasingly harder to sell in the future? All right, let's take four low-saturation items (under 20 percent)—freezers, dryers, dishwashers and room air conditioners. In 1946, when there were little over 29-million wired homes, ownership of these products was virtually non-existent. In the ensuing period we sold 9-million freezers, nearly 8-million dryers, 2½-million dishwashers and 8-million room air conditions. **But in the same period, nearly 20 million more customers were added to the lines,** so we had an increase in the number of prospects averaging out to 13-million. In short, we haven't even been able to keep pace with the growth of the market. Or take three heavily saturated items (over 85 percent)—washers, refrigerators and TV sets. They actually lost new prospects because of heavy buying post-war, **but the first two consistently sell about 3½-million units a year and TV hits well over 6-million.** The higher the level of ownership, the higher the level of sales. So our potential growth is self-evident.

However, we are all increasingly aware that the vast expansion of the industry during the past few years have brought some drastic, but perhaps inevitable, changes in our marketing, distribution and pricing structures. The snow-balling competitive nature of the business has brought about a sharp contraction in the number of manufacturers; business mortality for many independent distributors and a subsequent shrinkage among the post-war swollen ranks of the dealers. It also brought in its wake a decline in the art of specialty selling due to lower profit margins, insufficient trained manpower and a partial substitution of mass pre-selling of brands through national media.

These are the things that worry us most today. But, because it is human nature to resist, or even resent, change we have been inclined, perhaps, to over-emphasize what should be recognized as completely normal signs of progress. It seems like only yesterday that department stores, national chains and super-markets brought their measure of change to many retailing fields, including our own. But the revolution of yesterday becomes the accepted pattern of today; the palace guard of incorruptibles can't hold the fort forever. More than likely, the discount house, the shopping center and the mass retailer may be the pattern for tomorrow—at least in the larger metropolitan markets. Yet, thousands of small, independent dealers will continue to play an important role, both selling and servicing, in their far-flung communities.

GRANTED then, that we have a basis for a continuing expansion in our business; granted that in the past two or three years, competitive pressures have made it a less and less profitable business, for all levels of the industry; granted that more and more people need and desire our goods; and granted, that in the past year we sold less of them. Isn't it time we began to revise our thinking? All the basic elements for good business are present: relatively high employment, high middle levels of income, relatively high savings and a reduction in consumer installment debt.

What we need, and what I think we are beginning to get, is a recognition on the part of responsible elements of this industry, that volume, for the sake of volume alone, is not a sound basis for building a business. All along the way, from the manufacturer on down, there should be profit realized, or a business, here and there, will cease to exist. Manufacturers observing the thinning ranks of their independent distributors and dealers, have begun to recognize this obvious dilemma.

Many have trod the central path, via factory branches, versus independent distributors; many have contemplated, or espoused the direct path to the mass retailer; but all of them know that some broader form of distribution is vital if the output of their factories is to reach the ultimate consumer.

We have had many quarrels among various elements in our business. But we have always managed to resolve our differences. Men of good will can always find a common meeting ground. In this year of 1958, we hope that the responsible elements in this industry—manufacturers, utilities, distributors, dealers and contractors—will find such a meeting ground. There is substantial evidence that progress is already being made, at least at the manufacturing level, along these lines.

Let's remember fellows, that years ago when war-created backlogs of demand had been satisfied, we used to say that "the honeymoon is over". Well it's over today with a vengeance. We have been married for some time now to a new American consumer, and have found that she is a stern, demanding, and unpredictable harridan. We've got to wait on her hand and foot if we want her favors, because she's got plenty of willing suitors wooing her from every side.

How about a second honeymoon? . . .

MR. SOKOL and Kelvinator District Manager Hank Seale discuss the top-end styling and top-of-the-line features found in *every* model. Even the promotional models have Kelvinator's new high-style and deluxe-feature treatment. And every model in the 1958 Kelvinator range line is a volume model.

MR. MAX SOKOL, President of Sokol Bros. Furniture Co. Birmingham, Ala.

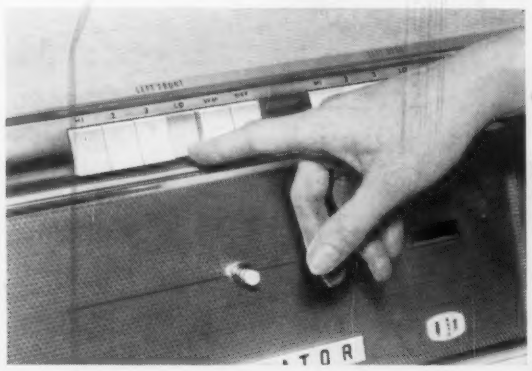
Ask Max Sokol, He'll Tell You:

"KELVINATOR'S '58 RANGE LINE JUST SUITS MY NEEDS TO A 'T' "

"All I need is 3 models on the floor to sell all six new Kelvinator 30- and 40-inch ranges. And practically all of my range business is in the low and middle price brackets—right where these Kelvinator ranges are priced!"

Sokol Again Awarded Key Dealer Plaque. Key Dealer Plaque is presented to Max Sokol and Melvin Sokol by Sam Fucich, Branch Manager, Kelvinator Birmingham Zone, for the third successive year. Again for 1957, Sokol's sales record, reputation and business methods have won them recognition as an outstanding Kelvinator retailer.

High-Styled Illuminated Backguard On All Models. *Every* new Kelvinator Electric Range for '58 has a high, wide and handsome backguard in bright polished aluminum. Models available in Bermuda Pink, Buttercup Yellow, Surf Turquoise, Spring Green, and Classic White.



Push-Button Cooking Big Sales Point. "And another thing that helps sell these Kelvinator ranges," Mr. Sokol will tell you, "is that women can *see* they're easy to use." Every new Kelvinator model has "Finger-Wide" Push-Button Controls that are easy-to-use, easy-to-see, and easy-to-sell!

Kelvinator

DIVISION OF AMERICAN MOTORS CORP., DETROIT 32, MICHIGAN

American Motors Means More for Americans

Live Better Electrically